



# Word Cash Generator

**Writing Articles & Emails Effectively  
For Exposure, Traffic & Sales**

## Table of Contents

Don't Make These Blunders.....	3
Top 10 E-Mail Marketing Mistakes To Avoid.....	3
Grabbing Readers Attention.....	14
What Are You Selling?.....	14
Anatomy Of An E-mail Message.....	17
Headline (Subject).....	17
Effective Headline Types.....	18
Benefit Headlines.....	18
Problem Headlines.....	18
Question Headlines.....	19
Guarantee Headlines.....	19
Offer Headlines.....	20
Message Body.....	20
Anatomy of A Call To Action.....	22
Writing That Captivates Readers.....	24
Writing Articles For Your e-mail Campaign.....	24
Article SEO Tools.....	29
Determining Keyword Supply And Demand.....	29
Before You Send Your Article Out.....	31
Proofreading Checklist.....	32
Building Friendships Through Your Writing.....	34
Bedroom Marketing Tips.....	34
Eight Sure-Fire Tips for Building Trust.....	40
Creating eMail Copy/Articles That Works.....	41
The Science of Writing An e-mail Advertisement.....	41
How To Write A Headline.....	41
The 3 Responsibilities Of A Headline.....	42
Headline Secrets.....	46

## **Don't Make These Blunders**

Let's start with this statement:

***"There's a lot of money to be made with properly prepared and correctly executed e-mail marketing."***

The key words in that statement are: properly prepared and correctly executed.

It doesn't matter how good your intentions are and it doesn't matter how butt-kicking good your offer is. If you blow the basic rules of e-mail marketing, you're headed for disaster.

Here's a checklist of what NOT to do when you're depending on e-mail to boost your revenue:

### **Top 10 E-Mail Marketing Mistakes To Avoid**

#### **1. Failing To Obey The CAN-SPAM Act**

The CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing Act) was passed into law by the United States Congress to establish rules for companies that use e-mail for marketing or other commercial purposes.

The law affects any U.S.-based company or person that sends e-mail containing advertising that promotes a product or service.

Transactional e-mail, which is e-mail that is used solely to update a customer with information that is relative to his or her account or order, is generally exempt from most provisions of the Act except that it may not use “false or misleading routing information.”

The United States Federal Trade Commission (FTC) is charged with the responsibility of enforcing the CAN-SPAM Act and the United States Department of Justice (DOJ) is authorized to pursue criminal actions against violators of the Act.

Here’s is an in-depth summary of the provisions:

- **No False or Misleading Headings**

This means that the “From” and “To” message headers, as well as the routing information that shows the originating mail server address, must accurately represent where the mail was sent from, who sent it, and to whom it is addressed.

- **No Deceptive Subject Lines**

You are not allowed to create mail subject lines that are deceptive or that mislead the reader as to what the body of the e-mail contains.

- **Unsubscribe Link Required**