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The Minimalist Million Dollar Email Formula

Minimal Effort... MAXIMUM Results For Even
Newbie Copywriters!

My story with the formula...

- Started with Natural Health Sherpa in August, 2019...
- Rarely wrote emails before that...
- If I did, it was longer-form story-based emails...
- Writing short “clicker” emails was HARDER than I expected...
- Guessed a lot...
- Saw some wins, but mostly failures for a few months...
- Came across this formula...
- Have used it to bring in over \$1 MILLION in affiliate commission since using it (roughly 6 months)...
- What is the formula?

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P.W.A.T.

The Formula - Overview

- P.W.A.T.
- Problem, Why it's a problem/unique mechanism, Agitation, Tease solution...
- AIDA offshoot...
- Works for short or long emails...
- Examples I'll talk about...
- Might seem too EASY...

What you need to know before writing...

- As always, you need to know your list and the offer...
- The list is SUPER important!
- Churn & Burn vs. Relationship lists (work with either)...
- What are their pain points...
- What's the transformation they desire...
- What's the unique way the product solves their problem...
- What's the counterintuitive way the product solves their problem...
- What are the stories/testimonials the reader will relate with...

The first sentence...

- The first sentence is the 80/20 of the email...
- Throat clearing...
- Hook them IMMEDIATELY...
- Writing a strong first sentence with ease...
- Ask yourself: What's the new piece of info? What's the counterintuitive solution? What's the most beneficial thing I can say? What's the BIGGEST pain point?
- Why should they listen to ME vs. everyone else in the inbox?

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What your prospect sees...

Gmail interface showing a list of emails in the inbox. The interface includes a search bar, navigation tabs (Compose, Inbox, Starred, Snoozed, Important, Sent, Drafts, Categories, Social, Updates, Forums), and a list of emails with details like sender, subject, and time.

Search mail

1-50 of 47,651

Compose

Inbox 7,762

Starred

Snoozed

Important

Sent

Drafts 136

Categories

Social 3,630

Updates 40,893

Forums 305

Primary

Social 3 new

Promotions 30 new

Updates

Forums

Christian Hudson

Newsmax TV

Living Wealthy Daily

GoFundMe

Alice Jacob - Healt.

Men's Health

quarantine exercise

The Horn News

LCR Health

Clint Lee

International Living

aging eyesight

Dan Meredith

Motley Fool Stock A.

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Make Today the Day YOU Grab a Flexible Income - Starts Sunday—but only if your name is on this list You are receiving this e-mail because you subscribed to International Living Post... 2:06 PM

"Windex Trick" for Sharper Eyesight (try it now) - Hey there Tanner...it's Cody! Quick story to share with you today: At an age where most adults struggle to see clearly, Richard Herring i... 2:04 PM

Nobody is laughing at you anymore - Hey Dan here, Once again Brian is taking over the email with something that is really going to help you take a fresh look at solving problems in yo... 1:55 PM

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PROBLEM

- P.W.A.T. works for short and long...
- If you're writing a long, story-based email you can use the story to demonstrate the problem...
- If you're writing a short email you can directly call the problem out...
- Again, what's the most unique/exciting/pain-driven/curiosity-provoking way you can call out the problem?

Do you suffer from embarrassing gas, bloating, or a big bulging belly?

WHY IT'S A PROBLEM / UNIQUE MECHANISM

- You think that... but it's actually *this*!
- Counterintuitive first sentence leads perfectly into this...
- Or you can use this as the counterintuitive section...
- For longer emails, can expand on the unique mechanism...

If the answer is "yes" chances are your stomach doesn't have enough acid to properly break down the food you eat... Without stomach acid, food just piles up in your stomach and ROTS.

AGITATION

- Emotional hot buttons...
- This new solution will help them avoid X,Y,Z...
- Or, it'll help them avoid X,Y,Z (pain points) *without* A,B,C (common solutions)...

Leading to bloating, gas, and stubborn weight gain.

TEASE

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- Tease what they REALLY want. It's *just* on the other side!
- There's a NEW, BREAKTHROUGH solution! It's easy, doesn't take a lot of time, and you'll discover it when you click here...
- Short emails, let the sales letter do the heavy lifting (when the sales letter is good)...
- Heavy curiosity -- just get them to the DAMN PAGE!
- Long emails, take more time to tease and can borrow/reveal more from the sales letter to pre-suade a buying decision...
- Going into the unique mechanism of the *solution*...
- The “mini testimonial” trick...

Boosting your production of stomach acid can help break down the food in your stomach and flush it out of your body... shrinking a big tummy in just 24 hours. Here's how to do it...

==> Eat this to break down rotting food, and safely lose up to 1 pound per day

Winning examples I've written...

Hey, it's [REDACTED]

Do you suffer from embarrassing gas, bloating, or a big bulging belly? If the answer is "yes" chances are your stomach doesn't have enough acid to properly break down the food you eat...



Without stomach acid, food just piles up in your stomach and ROTS. Leading to bloating, gas, and stubborn weight gain. **Boosting your production of stomach acid can help break down the food in your stomach and flush it out of your body... shrinking a big tummy in just 24 hours.** Here's how to do it...

==> [Eat this to break down rotting food, and safely lose up to 1 pound per day.](#)

Remember, keep an open mind, do your own homework and try new things to see what works best for YOU.

Naturally yours,

[REDACTED]

Winning examples I've written...

Hey, it's [REDACTED]

We normally send you the most relevant health info, but with so much financial uncertainty right now, we also wanted to send you info about growing your wealth from sources we actually trust...

Shutting down the economy has taken a massive toll on hard-working Americans — 22 million unemployment applications, and thousands of businesses going bust...

That's precisely why the next big movers in the stock market will be companies who NEED the most workers and can bring back America's glorious production force it was known for. And if you knew how to spot these businesses, you could invest now, and potentially reap huge rewards for getting in early.

In fact, there's a small company — trading around \$3 — that has secured multi-million dollar contracts and is set to build HUGE production facilities across the country. That means tens of thousands of new American jobs — with one governor estimating 13,000 new direct jobs... 22,000 indirect jobs... and 10,000 construction jobs in his state alone!

It's no wonder this company's stock price could skyrocket. It's supplying the jobs Americans desperately need...

And our friend at the Oxford Club — stock-picking legend Alexander Green — just gave the most impressive live presentation regarding this company. He revealed all the details as to why this single stock could help pay for a comfortable retirement. Go here for the details:

==> [You could retire wealthy on this \\$3 stock. \(Find out before this stock goes to the moon\)](#)

Remember, keep an open mind, do your own homework and try new things to see what works for YOU.

Naturally yours,

[REDACTED]

Winning examples I've written...

Hey, it's [REDACTED]

You may notice no matter what diet you try... paleo, gluten free, vegetarian, or keto... or how much you workout it seems almost impossible to lose the stubborn weight on your tummy, thighs, or upper arms.

That's because eating ONE common "health" food, can cause bloating, cravings, and constipation... all of which lead to unwanted weight gain. So unless you avoid this health food, you'll struggle to lose weight. Even if you follow an extreme diet, or workout 6 days a week. Here's the health food to avoid:

==> [Avoiding this one "health food" helped America's top cardiologist KILL sugar cravings and lose 70lbs!](#)

Remember, keep an open mind, do your own homework and try new things to see what works best for YOU.

Naturally yours,

The mini-testimonial in action!

Winning examples I've written...

Hey, it's [REDACTED]

According to Stanford research, your thyroid is NOT the most important factor for a fast, fat-burning metabolism. It's actually a "fat-storing" hormone made by your adrenal glands. And if you have too much of this hormone, your metabolism grinds to a halt... no matter how healthy your thyroid is...

Luckily, there's a simple way to *switch-off* this hormone and speed up your metabolism... so you can start burning the stubborn fat on your tummy, thighs, and upper arms in a matter of days. Here it is:

==> [2 drops of THIS, first thing in the morning switches off fat-storing hormones](#)

Remember, keep an open mind, do your own homework and try new things to see what works best for YOU.

Naturally yours,

[REDACTED]

Winning examples I've written...

Hey, it's [REDACTED]

Puffy bags under your eyes are caused by a lack of sleep, right? WRONG... New research from Harvard and the Mayo Clinic shows that eye bags are *actually* caused by toxins trapped under the skin. These toxins will make your eyes look puffy, tired, and older... no matter how much you sleep at night.

Fortunately, there's now a way to flush the trapped toxins from under your skin and shrink eye bags... in 7 minutes or less:

==> [Shrink under-eye bags in just 7 minutes with THIS \(all-natural\)](#)

Remember, keep an open mind, do your own homework and try new things to see what works best for YOU.

Naturally yours,

[REDACTED]

Examples “in the wild”...

- https://docs.google.com/document/d/1io7u5OQZNe8Pbvl_zrewxizG1WGldYwKD8dBpPQ13WY/edit?usp=sharing

Questions?