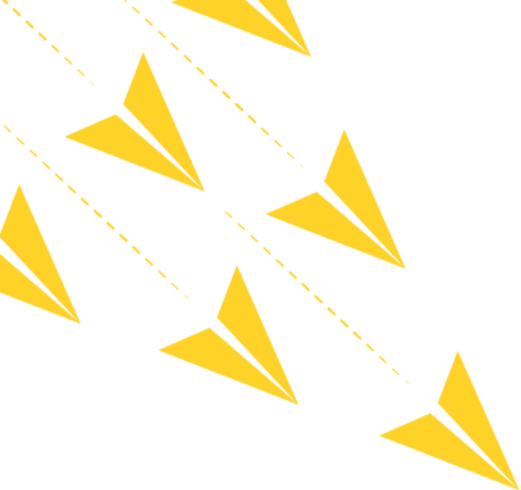

The Email Attraction

In-Company Programme

Power up your people, productivity and profits



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1

Overview

Email is the most powerful yet overlooked tool in your organisation.
And it's costing you time and money every day.

Right now your teams spend 30% of their time emailing - but most of it going round in circles and wanting to fling their laptops out the window like a frisbee. All because they have no idea what they're doing.

A recent study by Grammarly shows bad communication damages not just morale, but your reputation, your revenues and your employee retention too.

The **Email Attraction In-Company programme** helps you unlock the power of email to amp up every part of your business to megawatt status.

Email Attraction is a bold, fresh approach to email writing, grounded in the psychology of influence and persuasion.

It's time to fire up your people, power up your productivity and supercharge your sales. Let's go!



How it works

We offer the **Email Attraction In-Company programme as a 12-month licence**. We train your trainers/managers to become **Email Attraction Ambassadors** in your organisation.

They learn how to deliver our game-changing Email Attraction masterclass across your whole business. Grounded in psychology and behavioural science, it's a powerful cocktail of influence and persuasion – 99% proof.

By keeping all your email intel in-house, you'll be sure to transform your communication, long-term. Power up all your teams – from sales and marketing to finance and legal – with awesomely effective emails.

It's time to completely rethink how you use email.



“Our emails used to be more like essays, so people ignored them. Now, with our shorter, punchier emails, we get much faster replies. I'd recommend Email Attraction to any teams who struggle to get stakeholders' attention – it's a game-changer!”

Performance Improvement Manager, Network Rail

Who we work with

accenture

AstraZeneca

Bates
Wells

BARCLAYS

Bird & Bird

**Browne
Jacobson**

CANON **||** GATE

CIFF CHILDREN'S
INVESTMENT FUND
FOUNDATION

DENTONS

**DEUTSCHE BÖRSE
GROUP**

e^{IP}

EUROMONEY

EVERSHEDS
SUTHERLAND

EY

J.P.Morgan

**LAWYERS
ON
DEMAND**
A Corsillo COMPANY

Meta

M&G
Investments

**MORRISON
FOERSTER**

NetworkRail

Pfizer

Shearman
SHEARMAN & STERLING

**+simmons
simmons**

THE WALL STREET JOURNAL.

UBS

**UNIVERSITY OF
CAMBRIDGE**

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2

Your Overlooked Email Opportunity

Hands up if you enjoy wasting time and money!

No? Really? But that's what happens every day if you haven't taught your people to use email properly.

Email?? Yup. That overlooked and inexpensive tool you already use and pay for. When used properly, it blows away social media, texting, and all the other fancy, expensive tools to connect with your employees and clients.

Email isn't old-school. But how you're using it is.

➤ “We rely on email to do a lot of heavy lifting: influencing internal stakeholders, getting in front of clients, selling in stories to journalists and more. But we realised most of us had never been taught how to write a persuasive email.”

Judith Green,
Chief Strategy Officer, Eversheds Sutherland

The training gap

Your teams spend on average 5 hours a day (around 6 years of their life!) on email and yet...**90% have never been taught how to write one that actually works i.e. one that gets people to jump into action.**

The last writing advice they received was probably at school or university. But an essay is a world away from an email, where you have to get your point across in seconds.

The writing your teams have been trained for is not the writing they've ended up doing. Every. Single. Day.

Rubbish emails turn off clients and lose you money. They create conflict in teams, waste weeks in pointless back-and-forths, and can ruin your reputation in seconds. According to a Grammarly survey, 1 in 5 business owners had lost business due to bad communication.

Email Attraction emails, on the other hand, use the psychology of persuasion and influence to build connections and loyalty. They move projects forward at lightning speed, lift team spirits and bring in juicy new clients.

64% of business leaders reported that effective communication led to increased productivity and 51% said it boosted customer satisfaction. Don't you want that for your organisation too?



“You wouldn't drive a car without getting driving lessons and a licence. But here we are, spending hours and hours each day emailing important stuff to clients, staff and senior management, without any guidance at all. It's crazy. And it's dangerous.”

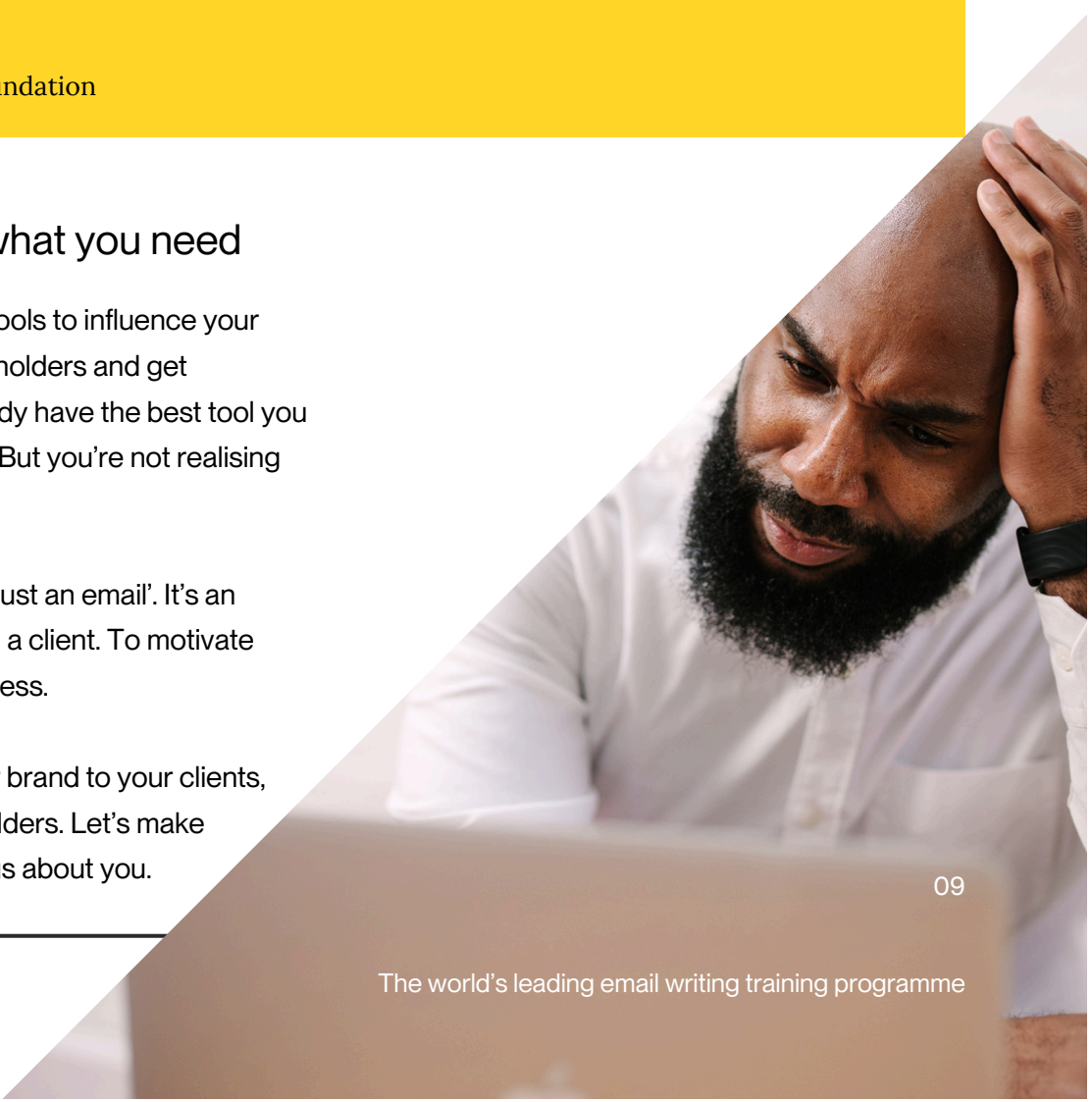
HR Director,
Charitable Foundation

You already have what you need

Stop looking outwards for tools to influence your clients, win over your stakeholders and get employee buy-in. You already have the best tool you could possibly need: email. But you're not realising its true potential yet.

Because an email is never 'just an email'. It's an opportunity to connect with a client. To motivate your team or win new business.

Every email drip-feeds your brand to your clients, your staff and your stakeholders. Let's make sure they say the right things about you.



Email is still your #1 communication tool

86% of professionals prefer to use email for their business communication**, so email isn't going anywhere soon.

Hybrid working means you rely on email more than ever to engage clients, colleagues and stakeholders. To build relationships from scratch, attract talent and spur people into action. To represent your brand and win people over.

Email is the Swiss army knife of communication – but you have to know how to use it properly!

It's time to give your business and your people the edge. To train all your teams to write emails to that engage, inspire and get results.

As an Email Attraction Licenced Partner, you can build an organisation of powerful, persuasive communicators who win hearts, minds and more business. With the programme they'll be able to:

- boost your sales
- persuade, engage and influence stakeholders
- have closer, more profitable relationships with clients
- save effort every day
- get people to jump into action
- collaborate better across teams and countries
- move projects forward at lightning speed
- free up time to spend on more strategic work
- get more done and cut time spent on email
- never have to write 'As per my last email' again!

** Hubspot 2020



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3

Your Email Attraction Licensing Opportunity

How can the Email Attraction In-Company Programme help you?

Right now you might:

- see weak, waffly emails every day that make you want to stick a fork in your eye
- miss valuable business opportunities (because your people don't know how to engage and influence over email)
- get ghosted by clients and senior stakeholders
- worry about the conflict in your teams due to miscommunication
- see the competition eating your lunch
- experience low team morale – no-one's engaging with your internal comms
- get frustrated with wasting precious hours stuck in endless back and forths
- fret about burn out because of email overwhelm

The Email Attraction In-Company programme puts a stop to the mayhem. As a Licenced Partner you can transform your organisation from the inside out.

- Don't just tinker around the edges – amp up email across your entire organisation to supercharge your productivity, engagement and revenues
- Establish internal Email Ambassadors to embed a culture of concise, compelling communication across every single team
- Connect with other leading organisations through our global licence structure to share ideas and experiences

And you can save time, effort and money:

- You'll get direct cost savings when you use internal staff to deliver our programme rather than bringing in external trainers/consultants
- You can deliver in-house training and support exactly when and where you need it
- Your Email Attraction Ambassadors can train as many people in your organisation as you want, without any extra costs



Benefits for all your teams

The Email Attraction In-Company programme jump-starts every part of your organisation and helps you tackle some of your biggest challenges. From sales and marketing to legal and finance, everyone sees the brilliant benefits of more concise, compelling emails.



“We’ve run the numbers and we’re booking far more customer meetings since our masterclass. A fantastic result!”

National Sales Manager, Pfizer

Sales

- Stand out from the competition
- Book more meetings with clients and prospects
- Win more business

Account management

- Engage clients with your products and services
- Strengthen relationships from afar
- Move projects forward, faster

Graduate programmes

- Ditch the emojis and write more professional emails
- Understand the expectations of email writing in the workplace
- Get the right balance between friendly and formal

Marketing and communication

- Cut through the digital noise and engage more clients and prospects
- Bring in more leads and boost attendance at events
- Make sure your emails reflect your brand values

Legal, finance, procurement and IT

- Explain complex information succinctly and clearly
- Influence key stakeholders
- Get faster responses to your requests

Admin and support staff

- Deliver information concisely and compellingly
- Engage senior stakeholders
- Write professionally and persuasively

Across your whole organisation

- Experience more productive, higher performing teams
- Slash miscommunication and wasted time
- Make sure all emails reflect your values, mission and purpose
- Unlock the potential of all employees regardless of their academic background
- Embed inclusivity in your everyday communication

Customer support

- Boost customer satisfaction
- Build relationships without meeting in person
- Get customers to take your desired next step

HR

- Inspire and engage employees with energy and empathy
- Get people to reply faster with the information you need
- Write emails that reflect your organisation's values

Talent acquisition

- Stand out from the competition
- Attract better talent
- Create instant connections with candidates

➤ “The results have been palpable. We send punchier, more effective emails. We get faster, more frequent responses from stakeholders. And we’re saving time and effort.”

Chief Communications Officer,
Eversheds Sutherland



4

How The In-Company Programme Works

3 steps to success - how the programme works

1. Get certified

We train your trainers/managers to become Email Attraction Ambassadors in your business. This means they're certified to deliver our world-leading Email Attraction masterclass across your organisation.

2. Access all our resources

Your Email Attraction Ambassadors get access to all our trainer development resources with everything they need to deliver the Email Attraction masterclass brilliantly – including slides, handouts, feedback surveys, checklists, guides and more.

3. Enjoy ongoing support

You also get ongoing support through regular calls, ongoing monitoring and access to our global community so you can roll-out and embed Email Attraction long-term across your organisation with fantastic results.

Who can become Email Attraction Ambassadors?

A wide range of organisations use our In-Company programme, from global law firms to pharma giants. Their Email Attraction Ambassadors include a glittering lineup of Marketing Managers, Learning & Development Leads, Sales Managers, Engagement Managers and more.

It's the perfect development opportunity for your star players too. So – who'll become Email Attraction Ambassadors in your business?



About The Email Attraction Masterclass

We've delivered this dynamic, engaging 2-hour masterclass to a wide range of teams, organisations and industries, both virtually and in-person, from Australia to the Arctic Circle. Clients include Meta, AstraZeneca, EY and The Wall Street Journal. Now your Email Attraction Ambassadors can also harness it to:

- arm your people with simple, tried-and-tested techniques that build relationships and get results
- cement their email skills long-term, with engaging, interactive exercises
- show them how to apply all their learning so they can save time and effort every day

Who is it for?

Everyone in your organisation who uses email regularly for business purposes.

Content of the masterclass

The masterclass tackles the biggest challenges your people face with writing emails.

It breaks down the art of engaging email writing into simple steps, with a powerful framework that can be applied to writing any email.

➤ “Our emails now stand out and get opened and read more often by customers. Our reps have seen a big improvement in customer responses and engagement.”

National Sales Manager
Astrazeneca

About The Email Attraction Masterclass

Format

The masterclass is flexible and can be delivered in different ways, e.g.:

- ▶ in-person or virtually
- ▶ as 2x 1 hour sessions
- ▶ as a half-day in person session
- ▶ as a quick-blast 45 minute 'lunch and learn' (with reduced scope)

It covers:

- The biggest email mistakes and how to avoid them
- The three simple steps to take before you write
- Why conversational writing is the secret to engagement
- The HEC Hamburger framework (Hook, Explanation, Call-To-Action)
- How to hook your reader with your first sentence
- The easy way to get your point across in just a few words
- The 3 unconventional strategies to get people to do what you want
- How to write irresistible subject lines to get your emails opened every time
- The surprising words to avoid if you want a response



The Email Attraction Ambassador Training Process

Our in-depth training process allows your trainers / managers to become experts at delivering the Email Attraction masterclass internally within your organisation.

We hold their hand through the whole process, so they feel confident and excited to become an Email Attraction Ambassador (EEA). It works like this:

Step 1

Nominate your EEAs

We work closely with you to identify the right people with the right communication skills and experience to deliver the programme effectively.

Step 2

EAA live virtual training - 9 hours live + 6 hours self-directed assignments

Your nominated EEAs then go through our training programme, facilitated by international email expert, Kim Arnold.

Module 1: Email Attraction – LIVE!

Your EEAs see Kim Arnold deliver the 2-hour Email Attraction masterclass live to experience it first-hand. They get unlimited access to the recording to familiarise themselves with the content and approach.

Modules 2 & 3: Dynamic Delivery

EEAs practise delivering the masterclass in groups under Kim Arnold's beady eye. They mentor each other and give constructive feedback to perfect their training style.

Module 4: Roll Out For Results

EEAs plan how to roll out Email Attraction in their organisations and tailor it to their teams' needs (e.g. delivering it in person vs. online) They also plan how to gather feedback and measure success.

Step 3

Certified Email Attraction Ambassadors!

Participants leave the training process as (fanfare please) certified **Email Attraction Ambassadors**. They have a clear plan to deliver the Email Attraction masterclass and roll it out successfully.

Your Email Attraction Ambassador and delegate resources

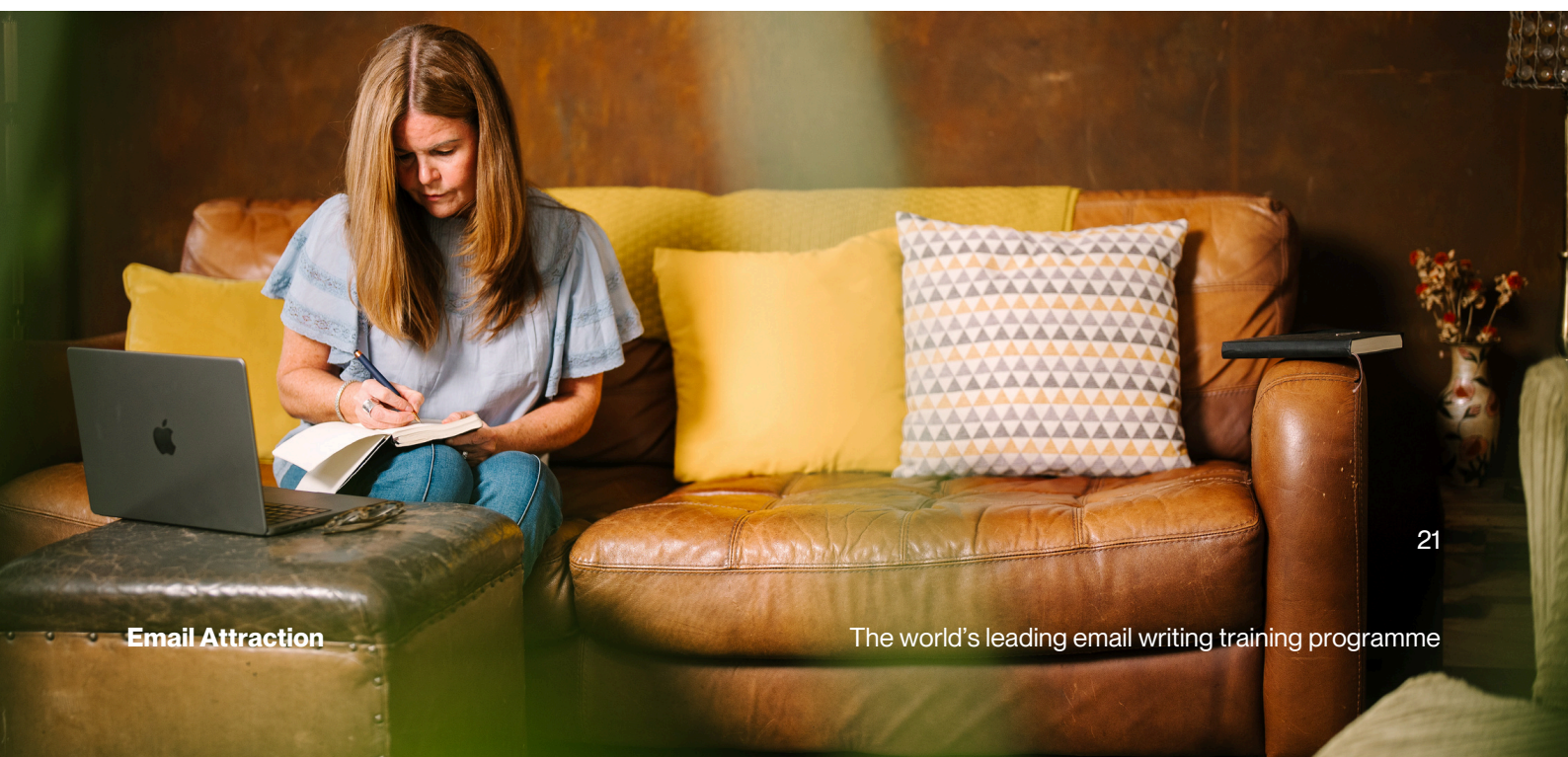
Our online portal contains a range of useful content to help your EEAs deliver the Email Attraction masterclass easily and effectively across your organisation.

The portal materials include:

- Step-by-step trainer guide so EEAs can perfect their timing and content (both virtually and in-person)
- Presentation ready slides
- Advice for how to conduct interactive exercises and handle questions to make the masterclasses as fun, engaging and effective as possible
- Feedback and assessment tools for ongoing measurement and improvement
- Videos of Kim Arnold delivering the masterclass
- Delegate workbooks and checklists

➤ “The team’s feedback has been so positive and I've even had a couple of people join the training more than once. It's helped us all get off autopilot and really think about what will draw people in.”

Victoria Scott,
Email Attraction Ambassador and Client Services Director, LOD



Your ongoing support, feedback and monitoring

We want to make sure Email Attraction has a long-lasting and positive impact on your organisation – your success is our success.

So, we also offer a range of different touchpoints for you to get the most from your licence fee. This includes

- A 60 minute call with us 6 weeks after your EEA training process to
 - check in on the internal roll out of the programme across your organisation
 - measure and review its results and impact so far
 - solidify its success in the future
- EEAs provide a quarterly report to measure the effectiveness of the programme and to identify any new challenges

Access to the Email Attraction global community

We offer twice yearly 60 minute Zoom calls with our international network of Licenced Partners to problem solve, share best practices and answer questions.

These informal and friendly calls are a fantastic opportunity to crowdsource more ideas for how to creatively and successfully deliver your Programme across your organisation.



“Our main aim was to build better connections with our clients and colleagues, making every email an opportunity to strengthen relationships. The training process was so much fun – Kim’s got this way of making everything click.”

Sam Harms,
Email Attraction Ambassador and L&D Partner, Browne Jacobson

How much does the licence cost?

We structure our licence fees so you can build a team of email experts in your organisation, covering all geographical locations and departments.

No. of Email Attraction Ambassadors	Your investment
1 (for smaller organisations)	£6000
2-3	£11000
4-5	£17000
6-9	£22000
10+	£2500 for each additional EEA

For large-scale teams we can provide dedicated programmes on request.

Please contact hello@email-attraction.com for charity/not-for-profit rates.

We work internationally and are happy to work with you to offer the programme materials in different languages, subject to translation fees. (Trainer development masterclasses are conducted in English.)

What's included in the licence fee?

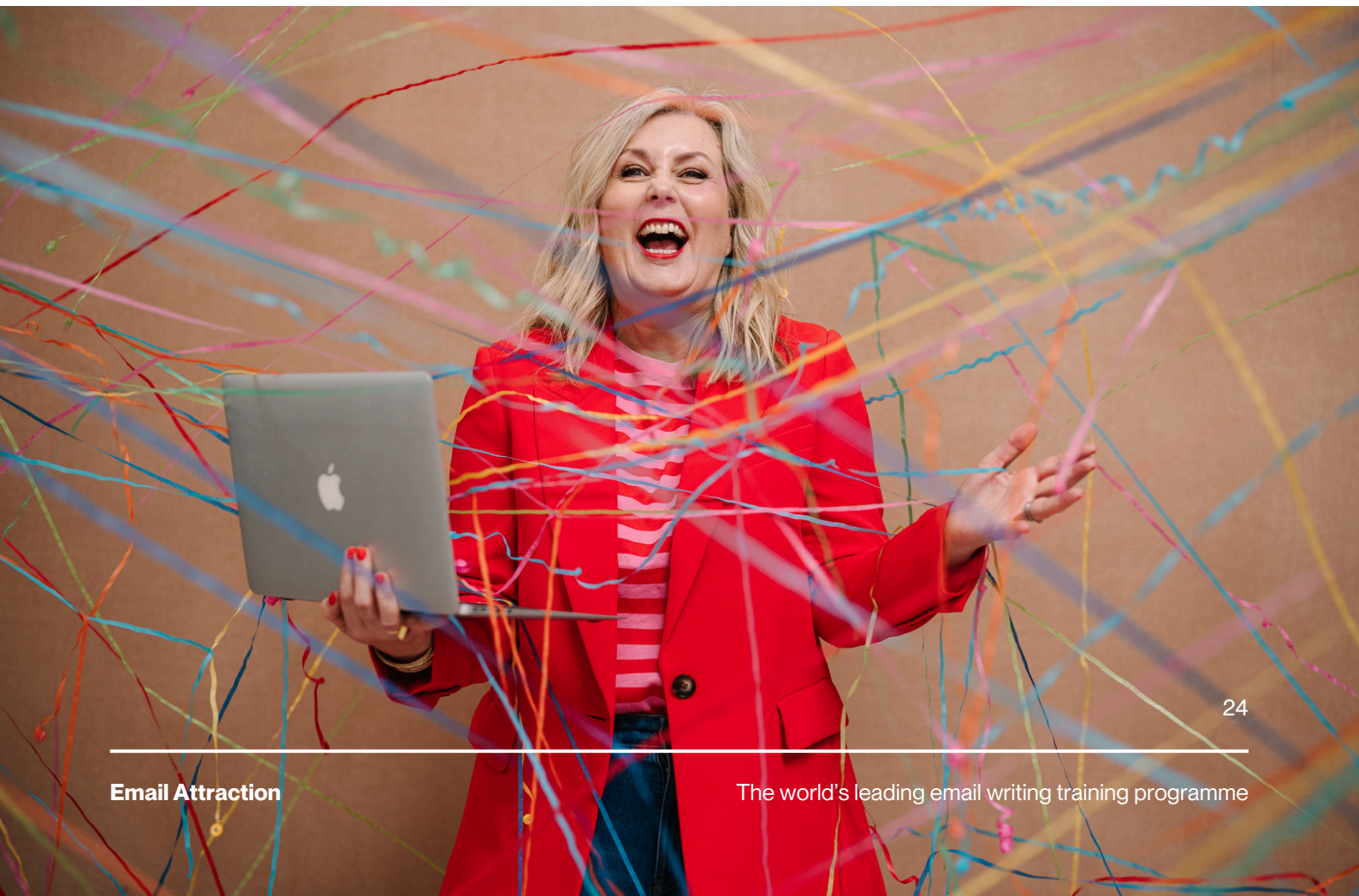
The Licenced Programme consists of:

- Access to the Email Attraction 2-hour masterclass to roll out internally in your organisation
- Email Attraction Ambassador training process to learn how to successfully deliver the masterclass
- Trainer and delegate resources to ensure consistent and powerful rollout
- Ongoing support, feedback and monitoring
- Access to the Email Attraction global community of licenced Partners

Next steps

Please email us at hello@email-attraction.com to book a call to chat through the programme.

(Please see email-attraction.com/in-company-programme for the full schedule of EEA cohort training dates.)





5

FAQs

FAQs

Is the Email Attraction Ambassador (EEA) training process virtual or in person?

We conduct the training modules live via Zoom to make sure we can accommodate Email Attraction Ambassadors from all over the world. This adds to the richness and diversity of the Programme.

Can our trainers watch recordings of the masterclasses instead of attending live?

No. Our training process is interactive so all participants must attend live.

How much time do EEAs need to dedicate to the training process?

Trainers/managers should allow a minimum of 15 hours for the process.

What happens if one of our EEAs leaves our organisation?

If an EEA who's undergone our training process leaves your organisation, their replacement can go through the process for free as part of your yearly licence.

What's the duration of my licence?

All licences are for one year, effective from the start of your licensing agreement.

Can we customise Email Attraction for our organisation?

Email Attraction has been proven to deliver transformational value for organisations across the world. Therefore, you can't insert additional modules, exercises, add or delete slides, or introduce concepts or techniques that conflict with the programme's core messaging and approach.

However, you will find areas within Email Attraction that can be adapted to your audience (e.g. sales, HR, finance). You'll learn where those areas are, and how to bring in your own examples and personality, and how to adapt the content without changing the proven effectiveness of the programme.

What can I expect from the quarterly Licenced Partner calls?

These informal and friendly calls are a fantastic way for you to gather best practice email writing advice from a variety of organisations around the world. They are a community sharing platform for tackling specific email challenges, group problem solving and crowdsourcing ideas.

FAQs

What online support is included in the licence fee?

As well as your trainer development, you get year-long access to our portal which contains a variety of materials to help you successfully deliver Email Attraction within your organisation. This includes:

- Step-by-step leader guide with timings and prompts
- Presentation ready slides
- Advice for how to conduct interactive exercises and handle questions
- Engagement strategies for in-person and virtual presentations
- Feedback and assessment tools
- Videos of Kim Arnold delivering the masterclass
- Summary handout for participants after the masterclass

How do you help us measure the impact of Email Attraction and ensure its ongoing success?

Included in your licence fees are templates for feedback and assessment tools as well as guidance for compiling quarterly impact reports.

You send these reports to us each quarter for review so together we can make sure the programme is hitting the mark for your organisation.

Do all our trainers need to be in the same location?

Not at all. Training development is via Zoom to give you maximum flexibility. Consider building a team of email experts within your organisation to cover all your geographical locations, departments and specialities.

What do delegates receive when they attend an Email Attraction masterclass?

Your EEAs will give them the Email Attraction workbook, with all the tips, strategies and examples, along with a 1-page checklist to refer to every time they write an email.

As a Licenced Partner you can also buy Email Attraction (either as an e-book or signed hard copies) for your teams at a significant discount on the recommended retail price.

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6

About Us

AS FEATURED IN



Forbes

BBC
RADIO

HR Magazine

Like the Clark Kent of the business world, email beavers away in the background of your business. In its hand-knitted sweater and sensible shoes, email is hard-working but unremarkable. It's time to reveal its superpowers!

The pandemic blew up our world of work as we knew it. Hybrid work is here to stay so you need to become the boss of your email if you want to get, and stay, ahead.

Your team needs to learn how to tap into the psychology and behavioral influence of words.

Get psyched

We help you whip off email's horn-rimmed spectacles. To release its glossy hair. To reveal its true glory: the secret weapon you've always had but didn't realise!

We've lovingly poured 25 years of marketing, behavioural science, psychology and copywriting know-how into our Email Attraction formula.

(Not to mention all our experience of working in big, complex, messy organisations. And many hours dealing with prickly people, stressful situations and 'Did you seriously just ask me that?' requests.)

The result? A powerful cocktail of email influence and persuasion that jump-starts every single part of your business. And it can be yours too.



Meet Kim: 'The Email Whisperer'



Our founder, Kim Arnold, is one of the world's leading authorities on email writing, and has been featured in Forbes, on CNBC, BBC Radio and more.

She's the 'Email Whisperer' that AstraZeneca and Accenture speed-dial when their messages need some serious mojo.

- Author of the award-winning and best-selling book: "Email Attraction – Get What You Want Every Time You Hit Send" (The Financial Times called it 'engaging and memorable.')
- Guest speaker at the University of Cambridge Institute of Continuing Education and Bayes Business School



email
attraction