THE

P.E.E.I

METHOD

Write emails so addictive your subscribers can't help but open to read the second they land.

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Introduction

If you're serious about skyrocketing your email marketing results, what you're about to discover could be the most profitable piece of information you'll read all year.

Because once you put the strategies inside this free report into action:

- Your subscribers will start seeing you as an irreplaceable authority... someone they actually want to hear from.
- You'll notice an immediate spike in open rates that you wouldn't have believed possible.
- People will hang on to every word in your emails—reading from the very first letter to the final period.
- Best of all, more of your readers will click through to your offers and buy... again and again.

And when that happens, you'll see your business's revenue surge like never before.

So, without wasting another second, let's get right into it...

The P.E.E.I method

P.E.E.I.—the 4 core elements that determine whether your emails are irresistible or tossed aside like yesterday's spam.

P.E.E.I. stands for:

- **P**ersonalize.
- **E**ntertain.
- **E**xcite.
- **I**ntrigue.

These four elements are the secret weapons that slice through the brutal noise of the inbox and grab your subscriber's attention like a magnet.

Master these, and your emails won't just sit there collecting virtual dust. No. The majority of your subscribers will eagerly open them, devour your content, and effortlessly slide into your funnel.

In my **years of crafting email campaigns for both myself and clients**, the P.E.E.I. method has consistently proven to be the foundation of any successful, profitable email marketing strategy.

It's not just theory—it's the tested and proven formula that drives results.

Now, I'm not saying it's a magic bullet. You'll need a good grasp of copywriting and storytelling to make it work... but when you do, the results can be mind-blowing.

Let me break down each of these elements for you...

Personalize

If you want to turn your email list into a reliable revenue machine for your business, here's the first non-negotiable rule:

personalize every email you send.

And when I say personalize, I don't just mean using someone's first name.

I mean writing like a trusted friend—not like the faceless, salesy spam they're bombarded with every day.

Now, don't get me wrong.

You're still selling. In fact, not selling would completely miss the point of email marketing.

But here's the key—you need to sell ethically.

What does that mean?

It means positioning yourself as a problem-solver, not a cash-hungry business owner out to squeeze every last penny.

When you come from a place of genuine help, the money naturally follows.

Your subscribers should feel like the value in your emails alone is worth opening—even if they never hit the "buy" button.

Here's the truth: not everyone on your list is going to buy from you.

In fact, about 20% of your list will drive 80% of your revenue.

That's just how it works.

So, don't make the mistake that 99% of business owners do—treating your subscribers like nothing more than ATM machines.

Instead, every email you send should move your reader from point A to point B, delivering value along the way, regardless of whether they buy or not.

Because when you focus on building that trust and delivering real value, those sales will come.

And when they do, they'll come in big.

So, how exactly do you personalize your emails beyond sounding like a trusted friend and just being helpful?

Let's start with one absolutely critical element that most marketers just don't put a lot of thought into: **The sender name.**

It's the first thing your subscriber sees (even before the email subject line and preview text).

It's not as significant as the subject line, preview text or the email copy itself but it's crucial that you get it right to get the ball rolling to the right direction.

So what kind of sender name should you use?

Everybody has their opinion but personally, I'll use my name every single time.

Now, let me ask you a quick question.

Put yourself in the shoes of your average reader.

Which email from these sender names would you be more likely to trust and open?

A: Alex Banks (*alex@examplebusiness.com*).
B: Business name (*info@examplebusiness.com*).

If you're anything like most people, you'd trust and engage with an email from a sender named "Alex Banks" as opposed to emails from a sender named "Business name".

Why?

Because no one likes getting emailed by faceless companies.

The moment they see a corporate sender name, their brain automatically tells them: This is another pitch... another sales offer.

People don't want that.

They want to hear from a real person—a trusted friend or colleague who's there to provide value, not shove another offer down their throat without providing them any value.

And the first step to building that trust is personalizing the sender name.

Use your real name, not some generic company email like "*info@examplebusiness.com*."

Your email should come from a real person, like "*alex@examplebusiness.com*," which immediately establishes that human-to-human connection.

I can go on and on but you get the point.

Entertain

Now, let's dive into the second element of the **P.E.E.I. method**—and trust me, this one is a game-changer:

Make your emails **<u>Entertaining</u>.**

If you're like me, you're probably subscribed to a ton of email lists.

But here's the big question: Which ones do you actually open and read?

Exactly. The ones that are entertaining.

But how are they entertaining, you ask?

It's not just about dropping value bombs—they do that, of course—but they also make the experience pleasurable.

They're enjoyable to read. There's personality. There's a story. There's flow.

As a business owner with an email list, if your emails aren't entertaining enough, you're losing the battle for your subscribers' attention.

And as reminder, your competition isn't just other emails flooding their inbox.

It's the constant dopamine hits they get from platforms like TikTok, YouTube, Facebook reels, the endless notifications they're bombarded with etc.

These distractions are only a click away, and they're tough to beat.

In today's world of endless distractions, you have no choice but to entertain them in order to win the battle for their prized attention.

If your emails are flat out boring and don't provide some form of entertainment, they won't open them.

And on the off chance they do, they'll stop reading after a few lines if it's not engaging enough.

Bottom line: Entertain them or forget about their attention.

Excite.

Now, let's move to the third element of the **P.E.E.I. method**: *Exciting*—and this is another one you need to absolutely nail.

Do me a quick favor: open up your inbox right now—whether it's Gmail or any other provider—and take a look at the emails you've received over the past week.

Notice something?

There are some emails that, just by glancing at them, excite you.

They trigger an instant desire to open and read.

Why is that?

I'll tell you why.

Because these emails deliver exciting entertainment one way or another.

Whether it's actionable tip, an entertaining story, or even a pitch, you know you're going to get something that makes it worth your time.

Personally, the emails that light me up and send dopamine through my brain are the ones that I know are going to:

- Entertain me.
- Drop serious value bombs, even when they're pitching something.

That's the kind of email you need to send—one that gets your subscribers excited to open it because they know there's something juicy waiting for them inside.

Intrigue.

Now, let's get into the fourth and final element of the **P.E.E.I. method**: _**Intriguing**_.

This is where your **subject line** and **preview text** come into play—and trust me, this is where the battle for "opens" is won or lost.

If you didn't already know, the subject line is the very first thing (after your sender name) that your subscriber sees when they open their inbox.

Right behind it is the preview text—the short snippet that gives a sneak peek of what's inside the email.

These two elements—your **subject line** and **preview text**—are what your subscribers will use to decide right then and there whether to open your email or skip it.

What does that tell you?

You need to obsess over these like your entire business depends on getting them right—because, in many cases, it does.

Most marketers? They're lazy. Plain and simple.

They slap together subject lines and preview texts without a second thought, not realizing these are the critical pieces that determine whether their email even gets opened.

The one strategy that practically forces your open rates to soar – every single time

if there's one strategy that'll flip the switch on your open rates and send them through the roof, it's this one.

It's bold, it's unconventional, and when you use it in your next campaign, you'll see the numbers spike instantly.

The strategy? **<u>Do the complete opposite of what every other marketer is doing</u>** and see the difference for yourself.

If you don't see a real, several fold, jaw-dropping lift in your open rates, feel free to ignore anything else I say here.

But what does being different really mean?

It's simple.

Write subject lines and pre-headers that are short, casual, and rough around the edges.

That means no fancy punctuation, no polished statements—just a few unassuming words that make your reader pause.

You might have your doubts but what I'm saying will make sense to you when you analyze the few examples I'm going to share below.

You'll quickly notice you won't find anything like them in your inbox —and that's the secret sauce.

Another thing that has consistently delivered massive open rates for me over the years is by not telling the whole story up front.

I've found out that leaving the reader hanging with intrigue works really well.

Here's the hard truth you need to know:

If you reveal everything in the email subject line, they'll be less motivated to open it.

So, how do you create that intrigue that literally forces them to open every single email that you send them?

Use cliffhangers—what we in the copywriting world call an "Open Loop."

It's about leaving your reader wanting more... setting up a question in their mind that they have to get the answer to.

And for them to get the answer to the question, they've to open the email in this case.

Examples (for inspiration)

Take a look at the subject line and preview text examples below...

Now, ask yourself—if one of these showed up in your inbox, would you open it?

☐ ☆ **Alex Banks**	**You deserve the truth...**	- No sugar-coating, John. Here it is...
☐ ☆ **Alex Banks**	**You've been lied to**	- And it's time you find out who's really behind it
☐ ☆ **Alex Banks**	**John, this could get ugly**	- Brace yourself for what's coming next...
☐ ☆ **Alex Banks**	**I've kept this quiet long enough**	- It's about time someone told you the real story

I'm betting 2 out of 3 people (at the very least) would. Why?

Because these subject lines do exactly what they're meant to: they spark curiosity. They leave you wanting to know more.

That's the secret. You never tell the whole story upfront.

You dangle just enough to make people open—because they need to find out what happens next.

That's how you drive massive open rates.

Very important: Don't be clickbait. No empty hype. When someone opens your email, they should get exactly what you promised both in the subject line and preview text.

That's how you build trust. That's how you get people to keep opening your emails.

Elements of an irresistible email

There's a formula to crafting emails that pull readers in and practically demand to be read.

It's built on four key elements—or what I call "power bits"—stacked in a specific order.

Miss even one, and you'll find your email sinking in the inbox graveyard.

Here they are:

1. **Subject Line and Preview Text**: The gatekeepers of your email.
2. **The Lead**: The hook that reels them in.
3. **The Body**: Where value and persuasion come together.
4. **The Call to Action**: Your reader's final push to act.

Think of these elements as precision parts of a high-performance engine.

Each one relies on the others to keep things running smoothly.

If even one is off, the whole machine sputters.

Now, here's the kicker: mastering each of these parts isn't just optional; it's mandatory.

It's the only way to write emails that burst out of the inbox, grab your reader by the collar, and convert them from mere onlookers to loyal buyers.

Let's break down each part so you can see what makes them tick.

The Subject line & preview text

I like to call these two elements the gatekeepers of your email—because, believe it or not, they are exactly that.

If you've followed along with the earlier parts of this report, you know how to write them and why they matter.

So, I won't dive deep into them again here to avoid repeating myself without adding anything meaningful.

But here's what you need to remember:

These are your first line of offense, the initial nudge that gets someone to open your email and step into your funnel.

Get them right, or everything that follows, no matter how masterful, never sees the light of day.

Your subject line and preview text are the critical handshake that either invites your reader in or leaves your email lost in the crowd.

When sending an email, don't just slap any words in the subject line and preview text.

The quickest way to tank your open rates is to rely on generic, lifeless copy that blends in with the noise.

Here's the truth: every sharp, results-driven marketer I know spends time and effort carefully crafting these elements.

Why? Because they understand that without an engaging, curiosity-sparking subject line and preview text, your email is as good as invisible.

These aren't just words. They're your ticket to the reader's attention – and getting them right isn't optional. It's essential.

The lead

Once a subscriber is lured in by a magnetic subject line and preview text, they're met with the lead—the very first few lines of your email.

This is where the real game begins.

It sets the tone, primes the reader, and decides in seconds if they're hooked or if they'll hit the back button faster than a reflex.

The lead's job? Simple:

Compel your reader to keep reading.

Move them seamlessly from opening the email to consuming every word of your body copy.

So, how do you nail this crucial part of your email?

There are countless ways to approach it, but here's what I've seen work time and time again:

Start with a pattern interrupt.

Hit them with something unexpected, an intriguing statement they can't help but read twice.

It could be a bold question, a surprising fact, or an insight that makes them pause and think.

No matter what lead type you choose, never forget this:

Always hint at the value or the benefits they'll gain by reading further.

Make it clear that continuing means payoff.

And when done right, that's what pushes them to devour the rest of your email.

The body

The body of your email isn't just filler—it's the core, the sum and substance that follows your lead.

If the lead hooks them, the body is what keeps them tethered, guiding them line by line to the one place you want them to go: the call to action.

But here's the catch: you've got to execute it flawlessly.

The body isn't just about information; it's about engagement.

It needs to be so compelling that readers don't just read—they feel pulled to the end.

So, how do you make that happen?

Simple. Craft an interesting, gripping, or downright unusual story that commands attention.

Use details that paint vivid pictures, sparking curiosity that compels them to keep reading. Make it impossible to stop halfway.

Every sentence should build anticipation and momentum, drawing them irresistibly to your final call to action.

Master this, and you'll have your readers hanging on your every word.

Call to action (CTA)

The call to action (CTA) is the grand finale of an irresistible email—the point where all roads lead.

This is where you shift from engaging to converting, urging your reader to take that critical next step deeper into your funnel.

Whether it's registering for a webinar, booking a call, or watching a video sales letter, your CTA needs to be crystal clear and persuasive.

It's not the place for ambiguity; it's where you drive home exactly what you want them to do and why they should do it now.

Get this part right, and you don't just have an email.

You have a high-converting engine that moves readers from passive to active, pushing them one step closer to becoming a buyer.

Example of an irresistible email

As we wrap up this free report, it's time to arm you with an example of an irresistible email example you can model immediately.

Let's assume I own a lead generation agency specializing in helping roofing contractors who've just aced their licensing exam and are stepping into the world of entrepreneurship.

Their biggest challenge? generating quality leads that they can hopefully convert into clients.

Now, let's say I'm offering an exclusive lead-generation course—an "underground" system designed to land them homeowners eager to get the job done by a pro.

Everything in black background below is an example of a high-impact, results-driven email (purely hypothetical) that I can send to a roofing contractor who is desperate for leads.

Subject line: 30 - 50 (itching to close) leads a week
Preview text: Proof and roadmap inside

[LEAD STARTS HERE]

Dear [subscriber name],

Stop knocking on those damn doors and do this "underground" method...

That delivers a flood of red-hot roofing leads eager to work with you.

Imagine leads coming to your business instead of you chasing after them.

And when I say leads, I'm not talking about time-wasters.

I'm talking about serious homeowners who aren't just curious but primed to say "yes" and sign that contract...

Ready to authorize you to restore their aging or storm-battered roofs...

Pay you top dollar for it.

Without any hesitation at all.

In a moment, I'm going to reveal how you can use this method to flood your business with leads that are *itching to close*.

But first…

Let me tell you a quick story about a roofer client of mine.

His name is Alex Woodward.

At the tail end of 2023, Alex had just passed his roofing contractor exam.

He was staring down two paths:

Take a safe route and work for an established roofing company to gain more experience…

Or gamble on himself and launch his own roofing business from scratch.

Alex chose to bet on himself.

And that's when reality hit—hard.

He needed solid leads, fast…

Or his bootstrapped business—built from his meager savings— would crash and burn.

He had no built reputation to bank on.

No testimonials or "5 star" reviews.

No before and after photos to show as proof of his quality work.

Just a car, tools of trade, and a huge mountain to climb.

So, he did what most new roofers do…

He hit the road, driving hundreds of kilometers a week…

Scouring neighborhoods for homes that screamed "old" or "damaged"…

Knocking on doors…

Only to get a hard "no" 99.9% of the time.

Flyers, cold calls, online ads—Alex tried it all.

None delivered the steady, reliable flow he needed to keep his business afloat.

The pressure was mounting, and his dreams were on the verge of crashing down.

Just when Alex was on the brink of calling it quits to cut his losses, fate stepped in.

He stumbled upon the "underground" lead-gen method and started implementing it.

Fast forward nine months…

Alex now brings in 30 to 50 qualified leads per week, like clockwork.

His phone? It doesn't stop buzzing.

He's expanded his team, but even with that...

He's so booked up that he occasionally turns potential clients away.

And this year, his barely-two-year-old roofing business is on track to hit $7.5 million in sales.

All thanks to an "underground" lead-gen method that pulls in "shut up and take my money" clients on autopilot.

Alex's story is just one example.

This "underground" method has already generated over *$700 million in trackable revenue* for roofers across America.

[CALL TO ACTION (CTA) STARTS HERE]

So, are you ready to stop hustling for every single job and start getting a predictable stream of high-quality leads?

Book your free, no-obligation strategy session here.

Break free from the grind and put yourself in the driver's seat with homeowners...

Who are eager, ready, and willing to pay top dollar—no convincing necessary.

Don't be another roofing company that fades into obscurity due to a lack of sufficient leads.

Click here now and watch your revenue soar.

Want irresistible emails that practically print cash for your business? We can help... (5 free spots)

I'm truly excited for you, because the strategies in this free report have the potential to transform your email list into a powerful, cash-generating machine.

Now, **as a thank you for downloading this report**, I'd like to give you an exclusive offer...

How would you like us to write—or completely rewrite—the next email you send to your subscribers?

I'm talking about everything... from crafting an irresistible subject line to an attention-grabbing pre-header, and of course, high-converting copy.

Here's our bold promise: We'll help you boost your current open rates, reads, clicks, and sales.

In fact, we're confident you'll see those numbers double, triple... even quadruple.

Now, you might be thinking, "What's the catch?"

The only "catch" is that you allow us to feature your success story as a testimonial on our site and landing pages.

That's it.

We're only opening 5 spots, and they're available on a first-come, first-served basis.

Interested?

Get the details here: **inboxpopup.com/spots**