

## Email Automation Series:

*Double authentication email:* Subscribers receive immediately after subscribing as a VIP UX Copy Member.

### Subject: Are you human? VIP Copy Club Member - Please Verify You Are Human

Hey {{ subscriber.first\_name }},

Thanks for opening this ridiculous email.

Of course you're human.

But the legal people say we gotta ask if you're human.

So are you?

[Confirm You're a Human Now!](#)

Once you confirm you're human...

your UX Copy and Design Audit Checklist will automatically download into your web browser.

If it doesn't download automatically - don't fret.

I'm also sending you an email with more UX copy information with the checklist attached.

Watch for the email subject:

"VIP UX Copy Member Benefits!!! Plus - Grab Your Free Checklist"

Thank You

Jan Davis

Copywriting for the Best User Experience

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Automation: 1

### Subject: VIP UX Copy Member Benefits!!! Plus - Grab Your Free Checklist

Hey {{ subscriber.first\_name }},

**Congratulation** - you're a VIP UX COPY Member.

As promised your User Experience (UX) Copy and Design Audit download is available at the bottom of this email.

You're now part of a forward-thinking group of professionals.

You want the best possible user experience for your current and future customers or clients.

**And don't take your decision lightly. Why?**

It's so much easier to follow the crowd and wait for your analytics and sales to tank, then it is to be proactive.

It's easier to put a product out and fix it later. Which cost you money in added tech support, rewrites, and lost sales.

Some are not concerned with these issues.

After all, websites and apps have been known to have glitches, downtime, confusion, and frustration. It's technology, "What do you expect?".

You my friend, expect more!

You expect your users to love your websites and apps. You expect your customers to connect with your brand in a positive manner. And you expect your design and copy to work with your user's expectations and not against it.

### **Member's Benefits**

As a VIP UX COPY Member you'll receive member only information in your inbox three to four times a month. Plus any added benefits as they occasionally arise. *And it's free.*

You and your team will be given skills, information, and insight on how to prevent user frustration and keep your users happy. You'll learn how to do usability testing for copy and design that makes sense to everyone involved. And I'll pass on current information that's hot and new in the industry.

Instead of waiting for your analytics and sales to drop, you'll be on top of the newest UX copy trends that talk to your customers. You'll have less frustrated customers, less nasty emails and phone calls. And you'll gain more time to do other projects in your business or personal life.

### **Can you really make a difference in your website or app usability?**

Yes, yes, yes. As a support person for a software company, I saw first-hand how frustrated customers clogged up the support lines with simple questions. Problems that should have been clarified on the website.

And yes, more than once I was screamed at, hung up on, and cursed out - all in the name of an unfriendly user environment. When I moved into UX Copy and Design Testing I took this knowledge and helped catch issues before they were sent to the end user.

Many times I heard from developers, "people should know how to use the technology" or "error messages don't need to be user-friendly", and my favorite "why would an end user do that?"

Our developers didn't have contact with the end user. They had no idea how the user and technology were interacting, but I did.

The changes our team made in UX design and copy had a drastic improvement on the usability of the software. Help desk calls for simple issues dropped about 50% immediately after an area of the app became more user-friendly.

I wasn't a genius I just knew how to test the software like a user, not a developer.

An easy skill you'll learn too.

### **Get started...**

Don't forget to download your User Experience (UX) Copy and Design Audit which lets you get a jump start on finding design and copy issues you can change today.

If you have any questions about the Mini User Experience (UX) Copy and Design Audit, drop me a line at [contact@janmdavis.com](mailto:contact@janmdavis.com) or go to my [website at https://janmdavis.com/contact](https://janmdavis.com/contact).

Until Next Time...

Jan Davis

[Read more at: https://janmdavis.com](https://janmdavis.com)

[email: contact@janmdavis.com](mailto:contact@janmdavis.com)

P.S. Don't think I forgot about you already! In seven days you'll receive another email from me with usable information about redefining your user experience mind-set.

[73 Point Mini UX Copy and Design Checklist.pdf](#)

Automation: 2

## **Subject: Successful Projects Need the Right User Experience Mindset**

Hey {{ subscriber.first\_name }},

Well, did you download your Mini User Experience (UX) Copy and Design Audit?

Have you had time to read through it?

And what changes have you made to your website or your client's site?

I know as a business owner you get very busy.

If you've already started working with your Mini UX Copy and Design Audit - Sweet!

You should be proud!

You've taken the next steps to create a better user experience for your company or client.

If you haven't had time to read and start your mini audit, it's not too late.

And if you've misplaced your download or the gremlins ate it – no worries.

I've included the free checklist, one last time, at the bottom of this email.

### **Defining user experience (UX) and how it evolved?**

Before the digital age people had good and bad experiences. They were personal, business, and social. It was people interacting with people. Each person grouped their experiences based upon their perception of good, bad, and in between.

In the digital age, people began interacting with technology. People who interacted with technology were referred to as users or end users. This new relationship between people or users and technology began being referred to as user experience or UX.

Today a user's experience with technology depends on engineering, development, and copy. This includes everything from the coding on a website or app to the copy within the technology.

A good UX environment includes a workflow that creates a good experience for you from the moment you enter a website or open an app until you choose to leave.

You cannot separate the different aspects of UX such as design, interface, and copy and still have a good user experience. They work hand in hand for a good or bad experience.

### **Redefining your user experience mindset?**

No, you cannot create an environment that everyone will have the same experience.

It's impossible due to individuality and human nature.

Psychologically people react differently to different things in their environment.

### *So how do you change your user experience mindset?*

Instead of thinking, "how are people reacting to my website or app" think "what experiences do I want my customers to have..." and "what experience do I want my customers to have at each specific stage of the buying or using process"?

Then create that experience for your end user throughout the buying or using process.

This means you need to know who your ideal customer or ideal customer avatar (ICA) is.

If you have no idea who your ICA is or need a brush up on how to identify your ICA Amy Porterfield has a really great article, ["How to Identify Your Ideal Customer Avatar to Help You Out" you need to read.](#)

Until next time...

Jan M. Davis

[Read more at: https://janmdavis.com](https://janmdavis.com)

[email: contact@janmdavis.com](mailto:contact@janmdavis.com)

P.S. Next week I'll show you how to get rid of those pesky boring call to action (CTA) buttons for more conversions.

[73 Point Mini UX Copy and Design Checklist.pdf](#)

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Automation 3

## **Subject: No More Boring CTA Buttons - Get Creative!**

Hey {{ subscriber.first\_name }},

Yep, it's been a week and here I am again.

As promised, it's time to learn about Call to Act (CTA) Buttons and how they shouldn't be boring or vague.

Quick, what was the last CTA button you clicked on this week?

Not a link, a suggestion, dancing cows, or anything else. But a button on a website that made you do something because it told you to.

### **Why do websites need CTA buttons?**

To catch the user's attention and have them *actively* do something.

The significance of CTA buttons on your website cannot be ignored.

How else is a person going to buy, sign up, or get what you're offering?

### **Make a CTA Button Mind Set Shift**

Change the way you think when creating CTA buttons.

Don't tell the customer what they are doing, as in Click Here.

Tell the customer what they'll get, as in "Get Your Checklist Automatically".

You're creating CTA buttons with the customer in mind.

Answer the question, "what will the customer get when they interact with the button"?

You're telling the customer, "what's in it for me", before they click on the button which increases interaction.

According to Neil Patel's article [16 Hacks That'll Get Your Call-to-Action Buttons Clicked](#) "Fitness World, a major chain of gyms in Scandinavia, saw a 213.16% increase in conversion by changing the CTA copy from "Get Membership" to 'Find Your Gym & Get Membership'."

The days of "Click Here" are over. And if they're not - they need to be.

### **Buttons must be specific yet functional**

Vague buttons such as Download, Send, Subscribe, Create, etc. don't help your users decide what to do. Instead, these buttons leave the end results open to user's interpretation.

A simple download button can turn into thoughts of...

- Download what?
- Do I really need this download?
- And if I don't like it what will I get?

Once the customer questions why they don't want something, your customer disappears.

### **Below are some quick fix CTA button ideas:**

- Chat - Chat with us
- Pay - Pay securely
- Sign up - Yes, send me free coupons
- Sign up - Start My Free 7 Day Trial
- Buy - PRE-ORDER NOW!
- Download - Download your free app
- Delete - Delete This Image
- Delete - Permanently Delete My Account
- Cancel - Cancel My Subscription

Some functional buttons, especially check out buttons, don't need to be changed. They're already specific and keep confusion down. These buttons include, but are not limited to, the following: Add to Cart, Confirm Payment, and Place Order.

### Font Style

Use the same font style as your website.  
AND it needs to be legible - no cute hard to read curly fonts.

### Button and Font Color:

What is the best button and font color?  
Whatever color that compliments your site's colors, is easy on the eyes, and stands out.

Here are a few well-known e-commerce sites and their button choices.

- Amazon - Buy It Now: Yellowish orange color with black lettering.
- eBay - Buy It Now: Dark blue with white lettering.
- Zappos - Add to Cart: Light green with black lettering.

### What CTA Buttons should you revamp first?

There isn't a hard and fast rule where to start when redoing CTA buttons.

Use all available data to analyze what you're CTA buttons are currently doing or not doing, then start.

You can start with the opt-in button, work through the buying process, start with the lowest or highest conversion rate, etc. Just make sure you...

- Keep track of what you've changed on each button for easy analytical comparisons.
- Stay consistent with your design and copy.
- And be open to more changes as analytics show what's working and what's not for you. Sometimes this means going back to an older successful design and copy.

### Well, what are you waiting for?

Getting rid of those boring buttons for better conversion!

Until Next Time...

Jan Davis

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email: [contact@janmdavis.com](mailto:contact@janmdavis.com)