

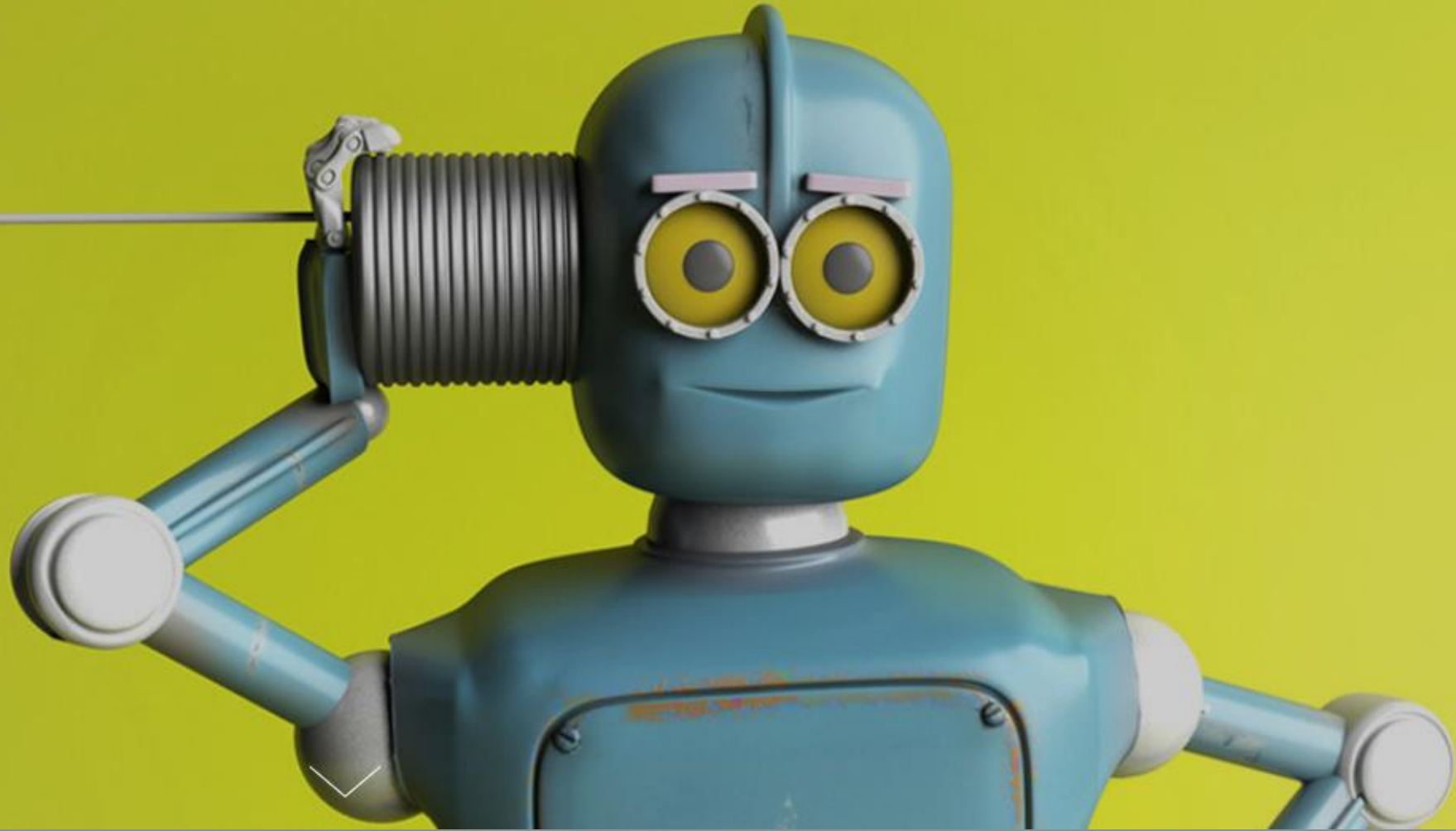
HOW TO GET PEOPLE TO DO WHAT YOU (ACTUALLY) WANT THEM TO DO

With digital marketing specialist Sue Keogh



Sookio

**CONFIDENT
COMMUNICATION
THROUGH DIGITAL
CONTENT**



sookio.com/chat

Sookio

COMING UP!

1. *Cunning conversions*
2. *Sexy subject lines
and tasty titles*
3. *Lovely landing pages*
4. *Clever calls to action*
5. *Tiptop takeaways*

CUNNING CONVERSIONS

Persuasion is the name of the game

WHAT DO WE WANT?

People to convert!

WHEN DO WE WANT IT?

Now! If you wouldn't mind

Thanks ever so much

Oh, you've gone

WHAT'S A CONVERSION?

Click a link

Read an article

Open a newsletter

Book a ticket

Share a post

Fill in a form

Download a guide

Share your email

WHERE DO PEOPLE GO WRONG?

Weak wording

Ask too much of the user

Bad layout

Too many choices

Too many clicks

Abstract not specific

SEXY SUBJECT LINES + TASTY TITLES

Goal: Open my newsletter! Read my blog!

TELL US IN **CHAT**

What traits do you notice in these subject lines?

Eric Trump	Stop the Elites - Eric Trump http://click.campaigns.rnchq.com/?qs=724577f6f8f90d3c
Donald J. Trump	GOOD NEWS - J. Trump President of the United States http://click.campaigns.rnchq.com
DonaldJTrump.com	The Fake News media - . President Trump can’t fight them off alone, Sue. He ne
TRUMP TRUMP TRUMP	Official message - to the Trump Make America Great Again Committee are not deducti
Rudy Giuliani Alerts	Stand with President Trump - and the Trump Campaign legal team have reportedly unc
Trump Donor Record	The media DID WHAT? - of all Trump Supporters. http://click.campaigns.rnchq.com/?c
Mike Pence	I stand with President Trump - . President Trump and I need our STRONGEST supporte
Donald J. Trump	I have GREAT news - J. Trump President of the United States http://click.campaigns.rn
Lara Trump	Unprecedented - with President Trump - no matter what the Fake News media says - a
Donald J. Trump	Get your "COUNT ALL LEGAL VOTES" Shirt NOW - J. Trump President of the United Sta
DonaldJTrump.com	Stop the Radical Left - everything President Trump has accomplished. They have vowe
DonaldJTrump.com	Will you step up when your Country needed you most? - to the Trump Make America G
Donald J. Trump	I need you right now - J. Trump President of the United States http://click.campaigns.r
Eric Trump	We must investigate - Eric Trump http://click.campaigns.rnchq.com/?qs=9cee271a66c
Ronna McDaniel	We need your help to investigate - to the Trump Make America Great Again Committe
Donald J. Trump	ONE HOUR to claim - J. Trump President of the United States PS As always, everything
DonaldJTrump.com	Breaking News - , President Trump and Vice President Pence will have what it takes to
TRUMP TRUMP TRUMP	Help secure victory: 1000% - to the Trump Make America Great Again Committee are r
Donald J. Trump	Let me be clear - J. Trump President of the United States http://click.campaigns.rnchq
President Trump and.	We need you to read this. - FROM PRESIDENT TRUMP AND VICE PRESIDENT PENCE h
Donald J. Trump	I know you want one - J. Trump President of the United States PS As always, everythin
Eric Trump	We need to catch up - Eric Trump http://click.campaigns.rnchq.com/?qs=7a5ca9ce51f

WHAT WORKS?

Specifics

GOOGLE IT LIKE A PRO: New workshop to grow your business online - 3 December 2020 Inbox ×

HR Advice Workshop | Redundancy and furlough

Award winning vegan food in your own kitchen! 🍅

Sense of urgency

Don't Miss Out On Your 7-Piece Clinique Gift!

Inbox



Clinique

to me

14 Sep [View details](#)



Online Exclusive | Free* 7-piece Clinique gift when you spend £45 or more. Enter code: BEAUTY

Trouble viewing this email? [click here](#)

Make sure you receive our emails! Add clinique@email.clinique.co.uk to your address book.

3-STEP | SKIN CARE

CLINIQUE

Allergy Tested. 100% Fragrance Free.

MAKEUP | OFFERS

Best Sellers

Free treats with every order

Free Delivery

Beauty-on-the-go. Yours free*.

Free* 7-piece gift when you spend £45 or more

Enter code: **BEAUTY**

[SHOP NOW](#)



Clear benefit to the reader

Sue, YOU ROCK! So we're giving
you half-price deals! Inbox



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We reserve our top selected hotel deals for our best travellers. Hold on to this email to see more great deals in top destinations.

[See Deals](#)

Spark curiosity

Sue vs Rupert Murdoch > Inbox



Lucy Thomas, Stronger IN...



to me

14 Jun [View details](#)

STRONGER
IN EUROPE

Sue,



Rupert Murdoch, the Australian billionaire with an American passport, wants to drag us out of Europe - and is using his newspapers to try and get his way.


Why?

“That’s easy,’ he once told a newspaper columnist: “When I go into Downing Street they do what I say; when I go to Brussels they take

Humour

Let Us Magically Transport You Back To Your Basket... Inbox x

 UK Flooring Direct <ukflooringdirect@email.ukflooringdirect.co.uk>
to me 

14 Apr (2 days ago) 

You've left items in your basket.

UK **FLOORING** DIRECT

Would you like to
complete your order?

Your basket is looking rather
brilliant, so we saved it for you.

[Return to basket](#)

We saw your basket and it looked pretty appetising. This stock has not yet been secured and demand is extremely high. Place your order now and make sure you don't miss out!

Here's what you picked...

Series Woods 7mm Laminate Flooring Summer Beige Oak
Series Laminate Door Profile 0.9M FC33

TITLES

Abstract

Becoming crystal clear

INTEREST PAYMENTS

Crazy Talk

Specific

17 Creative Gin And Tonic Cocktails

Level up your G&T.

Gift Guide: 22 STEM toy gift ideas for every little builder



How To Put A YouTube Video Into Word Document

MDTechVideos 48K views • 2 years ago

How to embed YouTube video into word document.

WHERE DO PEOPLE GO WRONG?

Too abstract

This title tells you nothing about the content

Boring!

Newsletter 326: Summer term

Good bit gets cut off

Waffle waffle mumble mumble GORILLAS WITH LAZERS

TRY READING IT OUT LOUD

SPORT

Wiggins: Hour record rigours like childbirth

Share:

[in](#)

[twitter](#)

[f](#)

[g+](#)

[✉](#)

by [Ross McLean](#)

8 Jun

LOVELY LANDING PAGES

We want: Sign ups. Contact details. Customers

TELL ME IN **CHAT**

What would put you off filling in this form?

UK: 60 Seconds With

Last Updated: 8 November 2017

Article by [Yasmin Mohammad](#)

Vannin Capital



Erin Miller Rankin, Head of Construction Law at Vannin Capital, talks to Yasmin Mohammad, Senior Counsel at Vannin Capital, regarding the recent decision in *Oilfields Services Ltd v Norscot*.

Yasmin Mohammad (YM): First a question about the costs of funding to a claimant?

Erin Miller Rankin (EMR): While the decision in this case should be viewed with caution, the conclusion that the recovery of costs is not a matter of discretion of the tribunal to decide is a significant one. As Judge Waksman QC noted, the funding costs fall within the arbitral award. While noting that this particular claimant's behaviour was not in the discretion of the tribunal to decide, accordingly, while this is a matter of discretion of the tribunal to decide.

YM: As you are aware, arbitration rules (such as CIETAC, UNCITRAL) and those which are not and reasonable (ICC, HKIAC, SIAC) expressly allows a tribunal to decide on the

rationale for awarding costs was to not unfairly diminish the amount owed to a claimant simply because the respondent has forced it to litigate (and expend costs) to get financial retribution. Symmetrically, a righteous respondent should not be left out of pocket because an unscrupulous claimant commenced legal proceedings. As you say, this decision has clarified that a tribunal "can" award a funder's costs under the 1996 Arbitration Act. You, as most commentators, highlight the factual matrix of this dispute as particular and conclude that the outcome should not be over-enthusiastically generalised. However, it seems to me that a factual matrix where

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| <input type="checkbox"/> Consumer | <input type="checkbox"/> Criminal | <input checked="" type="checkbox"/> Employment | <input type="checkbox"/> Energy |
| <input type="checkbox"/> Environment | <input type="checkbox"/> Family | <input checked="" type="checkbox"/> Finance | <input type="checkbox"/> Government |
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| <input checked="" type="checkbox"/> Litigation | <input type="checkbox"/> Media & IT | <input type="checkbox"/> Privacy | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Strategy | <input type="checkbox"/> Tax | <input type="checkbox"/> Technology | <input type="checkbox"/> Transport |
| <input type="checkbox"/> Wealth Mgt | | | |

Regions

- | | | | |
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| <input type="checkbox"/> Canada | <input type="checkbox"/> Caribbean | <input type="checkbox"/> Europe | <input type="checkbox"/> European Union |
| <input type="checkbox"/> Latin America | <input type="checkbox"/> Middle East | <input checked="" type="checkbox"/> U.K. | <input type="checkbox"/> United States |
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Bubbles, bubbles & more bubbles

Sip champagne and soak your stresses away. There really is nothing more luxurious than staying somewhere beautiful with your own hot tub - you might even catch a glimpse of fireworks lighting up the sky above you!

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Clear value headline for your targeted audience

- ✔ Benefit of your product
- ✔ Benefit of your product
- ✔ Benefit of your product

Fill the form to get started

We will prepare a perfect offer for you

Your Name

Your Email

Your Phone Number

I hereby agree to have my personal data processed for marketing purposes.

SEND NOW

Clear value headline for your targeted audience

We will prepare a perfect offer for
you

Your Name

Your Email

Your Phone Number

I hereby agree to have my personal
data processed for marketing purposes.

SEND NOW

WHERE DO PEOPLE GO WRONG?

Over explain

Ask for too many details

Bury the gold below the fold

LANDING PAGE FORMULA

One strong image

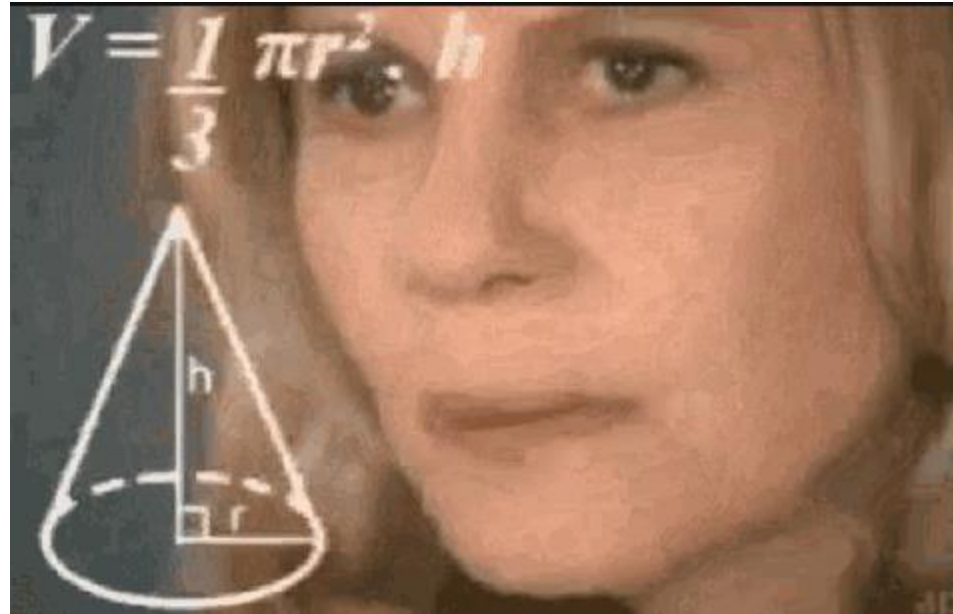
+

Short, confident text. What do people get?

+

Call to action. Easy to find. Easy to complete

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CLEVER CALLS TO ACTION

Goal. You want clicks!

Close more sales Get paid faster

Forget about never-ending sales processes. Now, you can create beautiful, high-impact proposals in minutes instead of hours.

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Have you been watching BBC's Blue Planet II?



Why do rays jump?

Some rays can leap up to two metres out of the ocean - and scientists aren't sure why they do it.

[Find out more >](#)



When whales die

Dr Adrian Glover, a Museum expert in deep-sea biodiversity, sheds light on life after death for whales.

[Enter the deep >](#)



MEN

WOMEN

KIDS

CUSTOMISE

STORE FINDER 



give it a score

Tell the world what you think of your new adidas products. Submit a review, and you will receive a 15% discount voucher within two days. It's our way of saying thanks!

OASIS

THE GENEROUS ELECTION



THE COLOUR BLOCK PARTY

"A vote for us is a vote
for a brighter future."



THE PRINT-PACKED PARTY

"We're starting to see a
pattern amongst voters"



THE ULTIMATE ACCESSORIES PARTY

"We believe that it's the
little things that count."

25% OFF the Generous Election

Oasis Stores Online <news@e.oasis-stores>

to me

AND HERE ARE A FEW YOU MIGHT LIKE FROM THE ARCHIVES.

REMOTE WORK



**How to have fun when
you work from home**

[Read the full post](#)

REMOTE WORK



**How to make small talk
when working remotely**

[Read the full post](#)

REMOTE WORK



**3 things I learned in my
first year of remote
work**

[Read the full post](#)

REMOTE WORK



**5 tips for remote team
communication**

[Read the full post](#)

NOW HAVE YOURSELF A PRODUCTIVE DAY.

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- Home
- Opening Times
- Appointments
- Prescriptions
- Clinics & Services
- Tests & Results
- New Patients
- Practice Staff
- Contact Details

NEWS: [Read our la...](#)



Welcome to Cathedral Medical Centre

We are confident that our website will provide clear and concise help and give our patients the information they require in an easy and convenient format. It has been designed with the patient's needs at the forefront of everything, from checking [surgery times](#) to letting us know [what you think of us](#).

Balancing on the day access and continuity of care

We are striving to offer continuity of care and ready access to our services. To maintain both strands of care, we have developed options for requesting an appointment:

- **If you want attention 'on the day'**, please make it clear when you phone in. Reception will arrange for the Clinical Access Team (CAT) to contact you (aiming to be within one hour) and either help you over the phone or arrange to see you as is clinically appropriate. We have employed more advanced nurse and paramedic practitioners to be part of our Clinical Access Team and they work closely with the day's duty doctors to provide swift, appropriate care. This is one of our responses to the recruitment crisis in general practice and we have worked hard to ensure that we enough staff of the right skill mix to manage the demand we face 'on the day.'
- If, on the other hand, it is important for you to **maintain continuity** with your own GP (perhaps for an ongoing issue or a complex need), we continue to provide bookable appointments online or through reception. It is unlikely that we will be able to provide such appointments with named clinicians 'on the day', but we will continue to work hard to keep the wait as short as possible.

Your feedback is important to us, as we try to develop our services. Our website has the facility to give feedback or you could contact the patient participation group (PPG).

Serving You

Our **dedicated team** are here to treat those minor ailments that occur as well as providing specialist management of long-term conditions and **clinics** covering a wide range of healthcare issues. The technology also means you can now do a lot of things from the comfort of your home such as order a **repeat prescription** or cancel an appointment.

Partners in Care

Once **registered**, patients and healthcare professionals work together to ensure the most appropriate care is provided. This partnership philosophy extends even further and our active patient group exists to make sure that patient needs and the practice offering are always heading in the same direction.

Access & Parking

At the Cathedral Medical Centre reserved car parking spaces for the disabled are marked near the front door. Wheelchair access to the building is via the front entrance. A disabled patients' WC is also provided.

Parking is available for patients.



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- [Dental problems](#)
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- [Practice Policies](#)
- [In Times of Bereavement](#)

Your Health

- [Family Health](#)
- [Long Term Conditions](#)
- [Minor Illness](#)



Cathedral Medical Centre

CQC overall rating

Good

13 January 2017

[See the report >](#)

TRY THESE TIPS

Get bossy!

Keep it short

Make it easy to find

Have fun

Take a tour. Download now

Sign up. Free trial. Book now

Clear a space around CTAs

Try a (sensible) pun

TASTY TAKEAWAYS

All-purpose tips for persuasive copy

TASTY TAKEAWAYS

Front-load your information

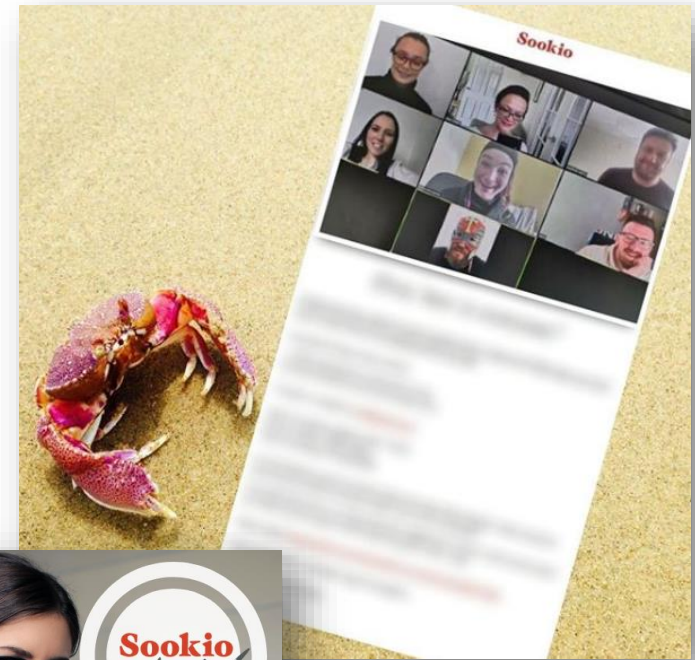
Be direct. Don't leave people guessing

Be specific, not abstract

Clear away the clutter

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