



# **User Instructions for Emily – The Email Analyzer**



Improves your email copy by matching the tone and call to action to your intended audience and desired outcome

Emily – The Email Analyzer is Sell With Email’s custom GPT. It’s been designed with knowledge of The Buyers’ Circles of Trust™ applied to email marketing best practices for high-conversion copywriting with high deliverability as well.

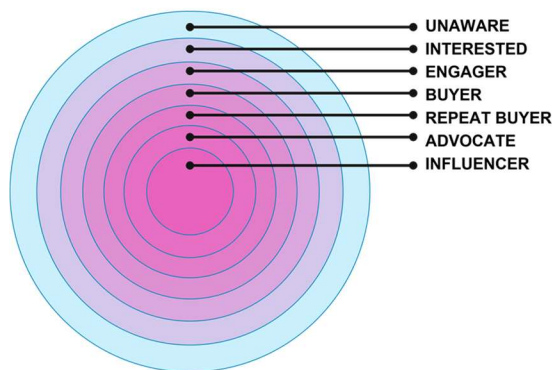
Click the link below to access this custom GPT. Once you’ve loaded it into your ChatGPT session, click the start button and follow the on-screen instructions.

<https://chatgpt.com/g/g-691f9f2b1ea88191a45e118c6313f5c5-emily-the-email-analyzer>

After you’ve pasted in a sample of your email copy, it will estimate which Circle of Trust the email appears to be targeted to. It will also evaluate your email copy’s call to action to determine if it is appropriate for the Circle of Trust.

Upon your instructions, it will provide you with suggested email copy that fits closer to your intended audience and intended outcome.

### The Buyers’ Circles of Trust™



**Unaware** – Those who have never heard of you before.

**Interested** – Someone who has expressed an interest in you. They regularly read your blog posts. They’ve signed up for your email newsletters.

**Engager** – Someone who’s engaging with your product or service with little to no commitment on their part. These include people who are taking advantage of a free trial you’re offering.

**Buyer** – Someone who trusts you enough to give you hard-earned money in exchange for something they perceive of value from you.

**Repeat Buyer** – A Buyer who trusts you enough to buy from you repeatedly.

**Advocates** – People who are now giving their testimonies about the benefits of your products and services.

**Influencers** – People who so trust you that now they’re influencing the buyer decisions of others.