

FixMyEmail Promotional Messaging Guide



Overview

Core Positioning: A free, AI-powered tool built by HubSpot's former demand lead engineer to convert your average emails using behavioral psychology and proven copy frameworks.





One-Liner Options:

- FixMyEmail is a free tool that rewrites your emails using buyer psychology, not just grammar fixes.
- It's like having a conversion copywriter in your pocket—FixMyEmail upgrades any email in 3 seconds.
- FixMyEmail uses AI and proven behavioral frameworks to instantly improve underperforming emails.
- Built by HubSpot's former demand lead, this tool turns decent drafts into persuasive messages fast.

Short Paragraphs

- FixMyEmail rewrites underperforming emails using the same conversion frameworks and buyer psychology Sheri Otto taught marketing teams at HubSpot. Designed to turn hesitation into action, the tool upgrades your email in 3 seconds using psychology-backed copy techniques proven to work across SaaS, agencies, and service-based businesses. It's free, fast, and engineered to move your message from ignored to clicked.
- FixMyEmail is a tool that rewrites your average emails using buyer psychology and behavioral science. You paste your draft, and within seconds, it gives you a version that's more persuasive, clearer, and more likely to convert. It's built on frameworks used at HubSpot and works especially well for cold outreach, re-engagement, and sales copy.
- Most teams think their emails aren't working because of formatting or subject lines. But often, the problem is deeper—your message isn't aligned with how people make decisions. FixMyEmail bridges that gap by rewriting your emails using conversion principles rooted in behavioral science.
- FixMyEmail was created to solve one specific problem: why decent emails still don't convert. With a single click, the tool upgrades your draft using frameworks that make your message land the right way—no fluff, no guesswork. It's free, fast, and already used by B2B teams who were tired of sending emails that missed.
- This isn't another AI writing tool that just polishes grammar. FixMyEmail goes deeper—rewriting emails based on how real buyers think, decide, and respond. It gives your email the strategic clarity it needs to turn passive interest into actual clicks and replies.

Emotional Hook Library:

- “Before you send another forgettable email...”
- “Your leads didn’t ghost—your message missed.”
- “You don’t need louder copy. You need the right psychology.”
- “Rewriting your CTA again? Start here instead.”



4. How to Talk About It (Verbal Prompts)

Voice Memo / DM Version: “Hey! Just wanted to send you this link. I made a tool that rewrites your email using buyer psychology—not fluff. It’s free, and you get the improved version in seconds. Let me know what you think.”

Short Verbal Pitch:
“FixMyEmail is a free tool I built that takes your average emails and upgrades them using buyer psychology. In 3 seconds, it rewrites your message to make it more persuasive. It’s based on the same frameworks I taught teams at HubSpot.”

Elevator Pitch (Partners/Investors):
“FixMyEmail is an AI-powered micro-copy tool for sales and marketing teams. It rewrites underperforming emails using proven behavioral science frameworks. Built by Sheri Otto, former demand lead at HubSpot.”
Live Demo One-Liner: “Drop in your draft. Get back a better version in 3 seconds. Built to convert.”



Positioning Comparison Grid:

Tool	Core Use	Limitation	How FME Wins
Grammarly	Grammar	Not persuasive	FME writes to convert
Jasper	Long-form AI	Overkill for quick fixes	FME is fast + focused
Copywriter	High-end service	Expensive & slow	FME is free + instant

Text for Reels & Social Captions

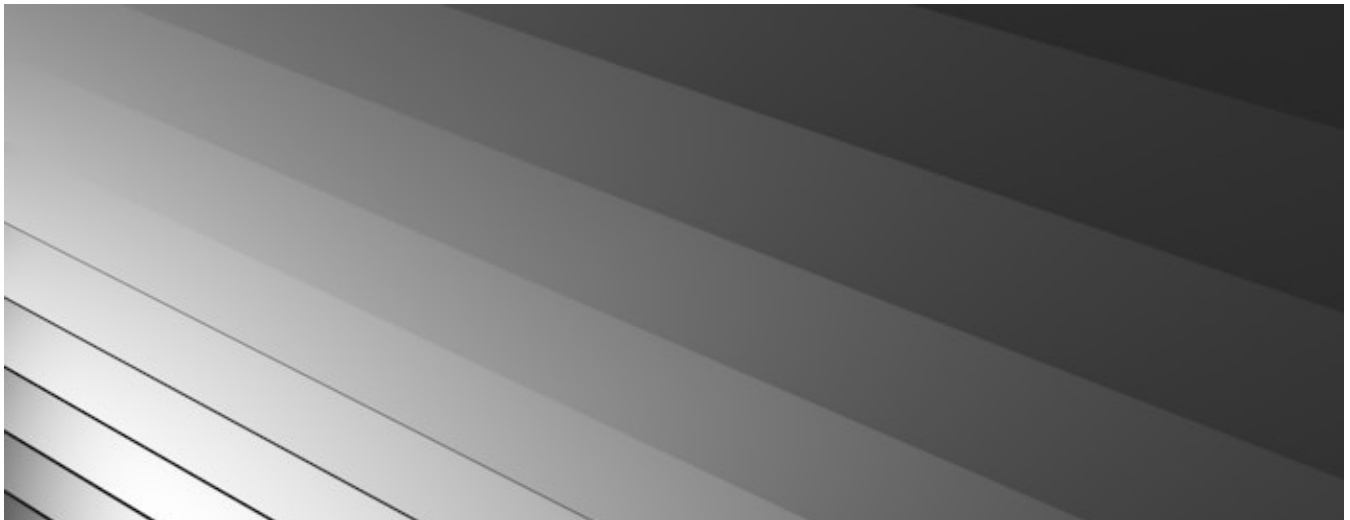
Text on Screen (Reels/TikTok/Shorts):

- “Your draft isn’t the problem. Your strategy is.”
- “Most emails don’t land because they make people think too hard.”
- “Fix your email in 3 seconds. For free.”

Social Caption Starters:

- What if one tool could fix your emails *without* making you sound robotic?
- Your best leads aren’t ghosting. They’re waiting on a message that actually resonates.
- I built this tool for the moment when you rewrite the CTA for the 7th time.

Carousel Caption Structure: Hook: “Why your best emails get ignored” Slide 1: They sound smart—but they don’t convert. Slide 2: They explain—but they don’t persuade. Slide 3: FixMyEmail helps you say what your buyer *actually* needs to hear. CTA: Try it free. Takes 3 seconds.



High-Level Value Prop Pyramid:

- **Top Tier:** Converts emails using proven psychology
- **Middle Tier:** Created by a trusted expert (Sheri Otto / HubSpot)
- **Base Tier:** Free, frictionless, instant improvement

Voice & Tone Anchors:

- Direct, strategic, and encouraging
- Rooted in empathy (“it's not your writing; it's how it lands”)
- Confident but not hype-y
- Clear > clever

Key Psychological Principles (Cheat Sheet):

- Loss Aversion
- Authority Bias
- Micro Stakes Framing
- Pattern Interrupt
- Processing Fluency

Additional One-Liner Options (Expanded to Explain Tool):

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Promotions

Text Ads - HARO

Text Ad 1: Pitching media? Make sure your email gets read. FixMyEmail rewrites your message using proven psychology. 3 seconds. Free.

Text Ad 2: Your HARO pitch deserves better copy. Paste your email, get a conversion-optimized version in seconds. Try FixMyEmail—free.

Text Ad 3: Editors get 100s of emails. Make yours stand out. FixMyEmail uses buyer psychology to make every line count. Try it now.

Text Ads - Rachel Pedersen Up Level Bundle

Text Ad: Need stronger CTAs, clearer offers, and emails that actually convert? FixMyEmail rewrites your message in 3 seconds using conversion psychology. Totally free.

Text Ads - Jay Schwedelson's Newsletter

Text Ad: You've got to send time down. Your subject lines are tested. But if the body falls flat, conversions stall. FixMyEmail upgrades your message in 3 seconds—using buyer psychology, not guesswork. Built by a former HubSpot demand lead, it's an AI-powered tool that rewrites your draft instantly. Free, frictionless, and built for results. Try it here.

Core Claims & Supporting Proof:

Claim	Proof
Engineered to convert	Based on HubSpot-tested frameworks
Built by a real marketer	Sheri Otto, ex-demand lead at HubSpot
Fixes the message, not just the grammar	Rewrites for persuasion, not polish
Instant output	Delivers results in < 3 seconds
Free and accessible	Zero account creation or payment required