

¹²~~10~~ Tips for Writing Emails People Want to Read

*Master these techniques and watch
your engagement metrics take off!*



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1

Before you send a single campaign, communicate what your list will be like.

Your tone and content throughout the signup process should match the tone and content of your campaigns.

Write killer subject lines.

Your subject lines should tell subscribers that what's in this email is relevant to them and worth their time.

2

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Use microcopy in your preview/preheader text.

This is a great opportunity to throw in some extra zing and make subscribers even more likely to open.

Write to ONE Person.

If you make your subscriber feel seen, they will be more likely to engage.

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Be known for something.

Mascots, recurring themes, and in-jokes make your subscribers feel like part of a community of fans.

Write in your own voice.

Read your emails aloud and don't try to be someone you're not.

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7

Optimize for eyeballs.

White space, varied fonts/weights/colors, a well-chosen image, and even plain-text all have their place.

Punch up your CTAs.

Don't just tell people what to do; tell them why, and tell them what's in it for them.

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Utilize your P.S. intelligently.

A higher percentage of your subscribers will read and respond to what is here, so use it wisely.

Resend to people who don't open (sometimes).

Use the resend function judiciously, but when it's appropriate don't worry that it's "too much."

10

11

Remove unengaged subscribers from your list.

Some people will tell you this isn't necessary. Those people are wrong.

Split test EVERYTHING.

General best practices are only guidelines; make decisions based on data and metrics from YOUR list.

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Need more?

We hope you found this cheat sheet helpful!
If you need more, we encourage you to
check out our other offerings.

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