TEN TIPS FOR WRITING EMAILS PEOPLE WANT TO READ

Tammi Labrecque | Newsletter Ninja

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Bonus tip:

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

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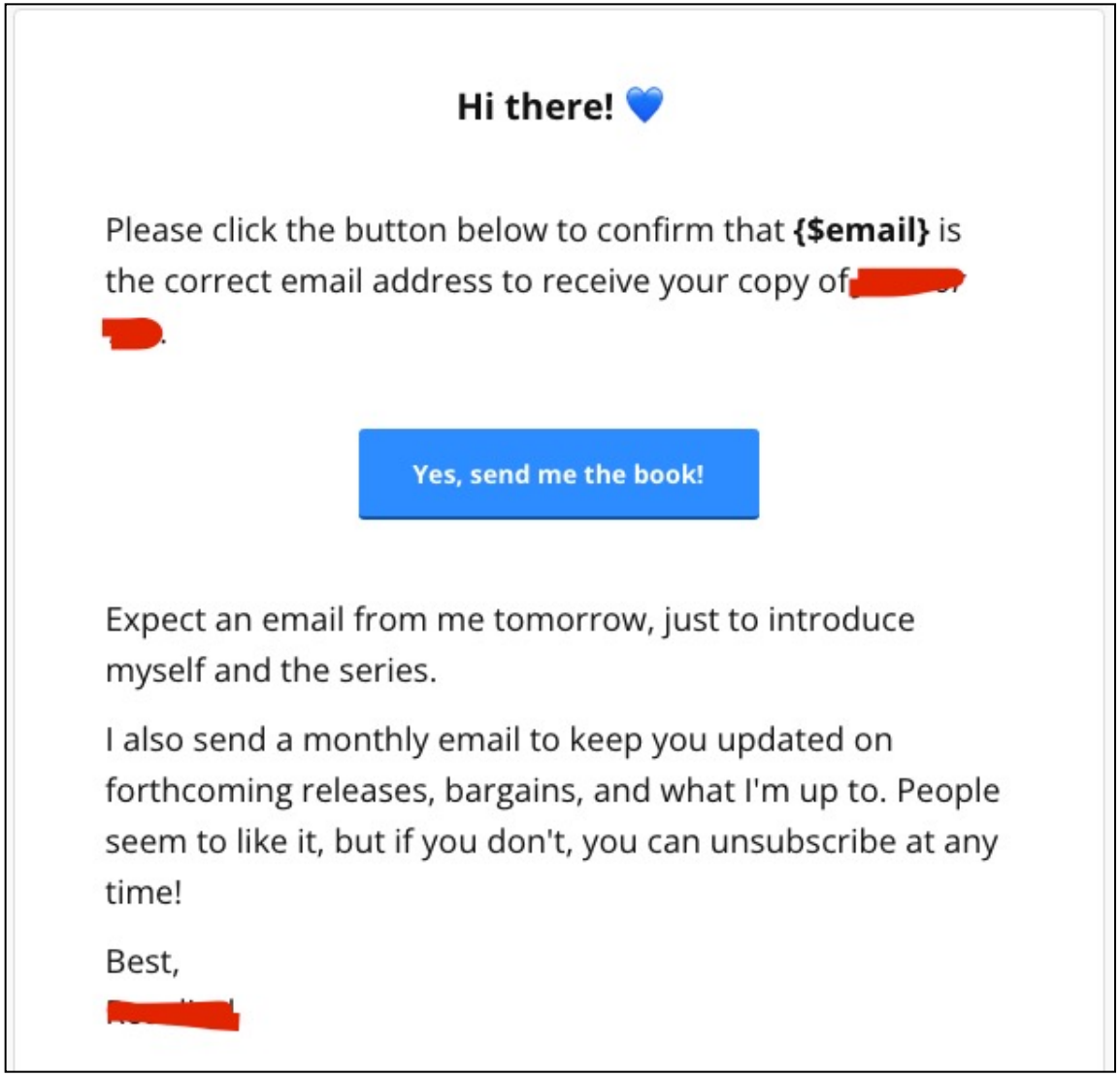

Hi there! 💙

Please click the button below to confirm that **{$email}** is the correct email address to receive your copy of [redacted].

Yes, send me the book!

Expect an email from me tomorrow, just to introduce myself and the series.

I also send a monthly email to keep you updated on forthcoming releases, bargains, and what I'm up to. People seem to like it, but if you don't, you can unsubscribe at any time!

Best,

[redacted]

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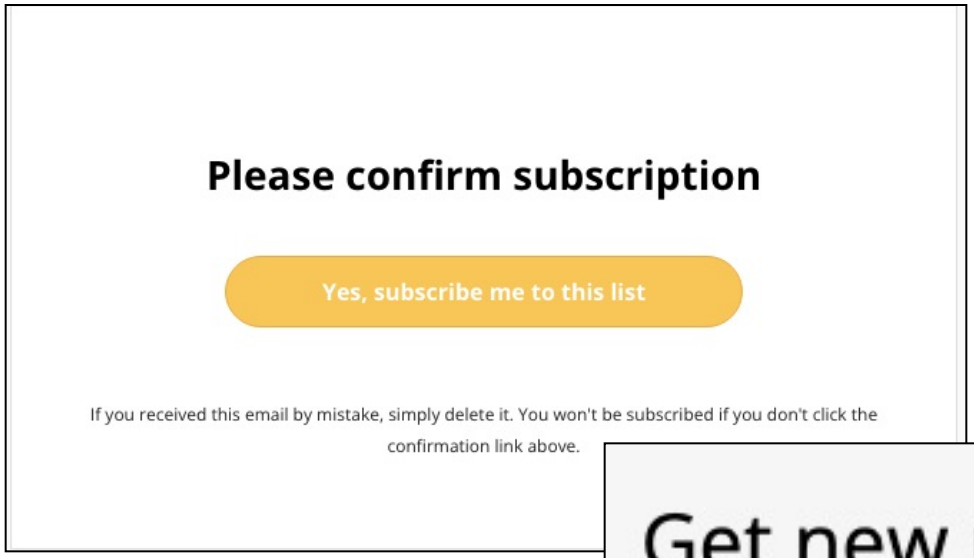

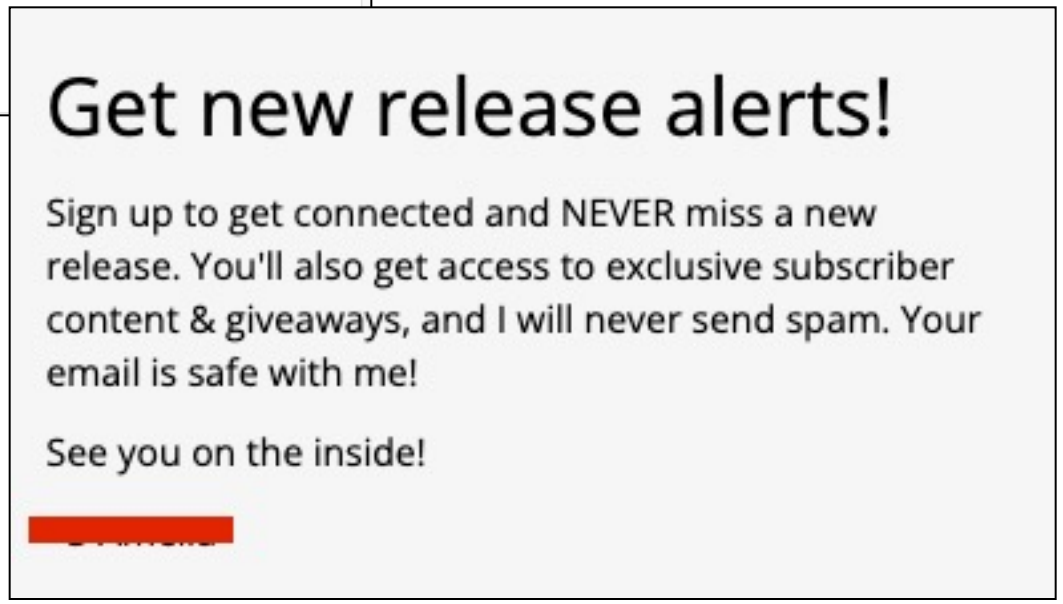

TEN TIPS FOR WRITING EMAILS PEOPLE WANT TO READ

1. Write killer subject lines.

   (duh)

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> "Readers are 26% more likely to open emails with personalized subject lines."
>
> (Campaign Monitor)

This research provides a wealth of deep insights into how subscribers engage with their messages. Some engagement drivers can be influenced by senders, some can be harnessed, and some (like those above) must simply be adapted to – but nearly all are shaped by consumers' desire to receive personalised and relevant content.

(Validity)

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Experian Marketing Services study finds personalized emails generate six times higher transaction rates

Use of responsive design within email has doubled since 2012; pop-up windows up 107 percent

- Personalized promotional mailings have 29 percent higher unique open rates and 41 percent higher unique click rates than nonpersonalized mailings
- Personalized, triggered mailings have similar lifts, with 25 percent higher unique open rates and 51 percent higher unique click rates
- Personalized, trigger campaigns result in more than double the transaction rates of nonpersonalized trigger mailings
- Multichannel retailers see a 37 percent increase in unique open rates for emails with personalized subject lines when compared to emails sent during the same period with nonpersonalized subject lines

(Experian)

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2. Use microcopy in your preview/preheader text.

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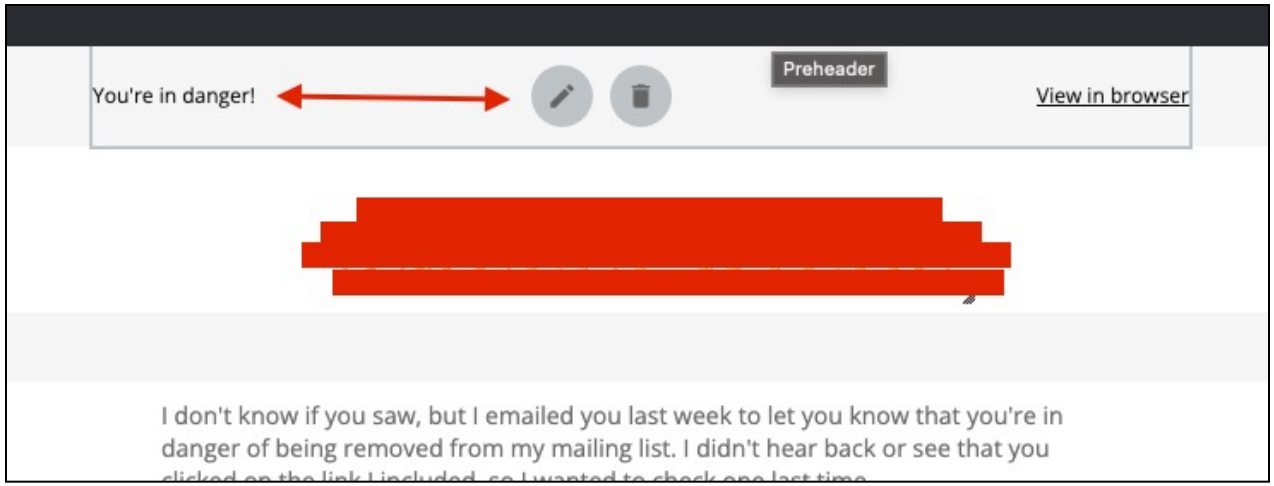

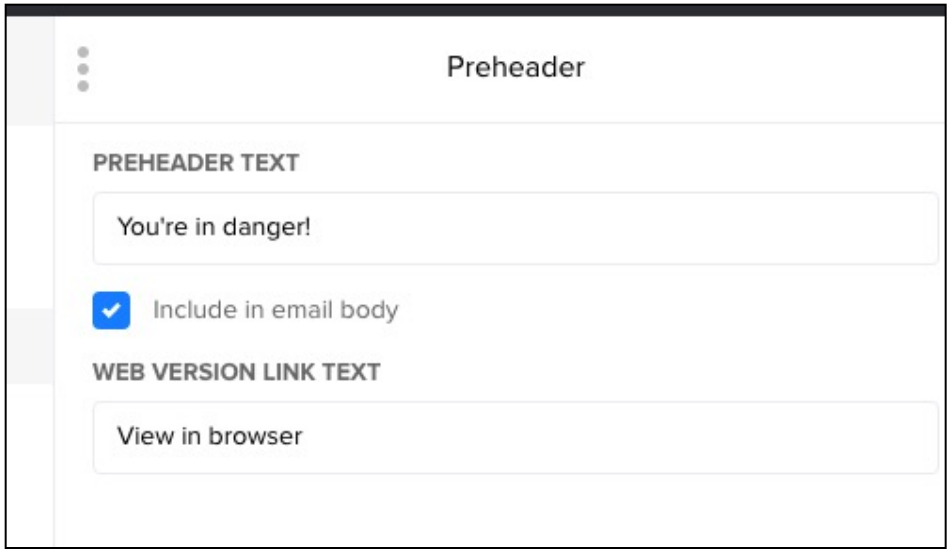

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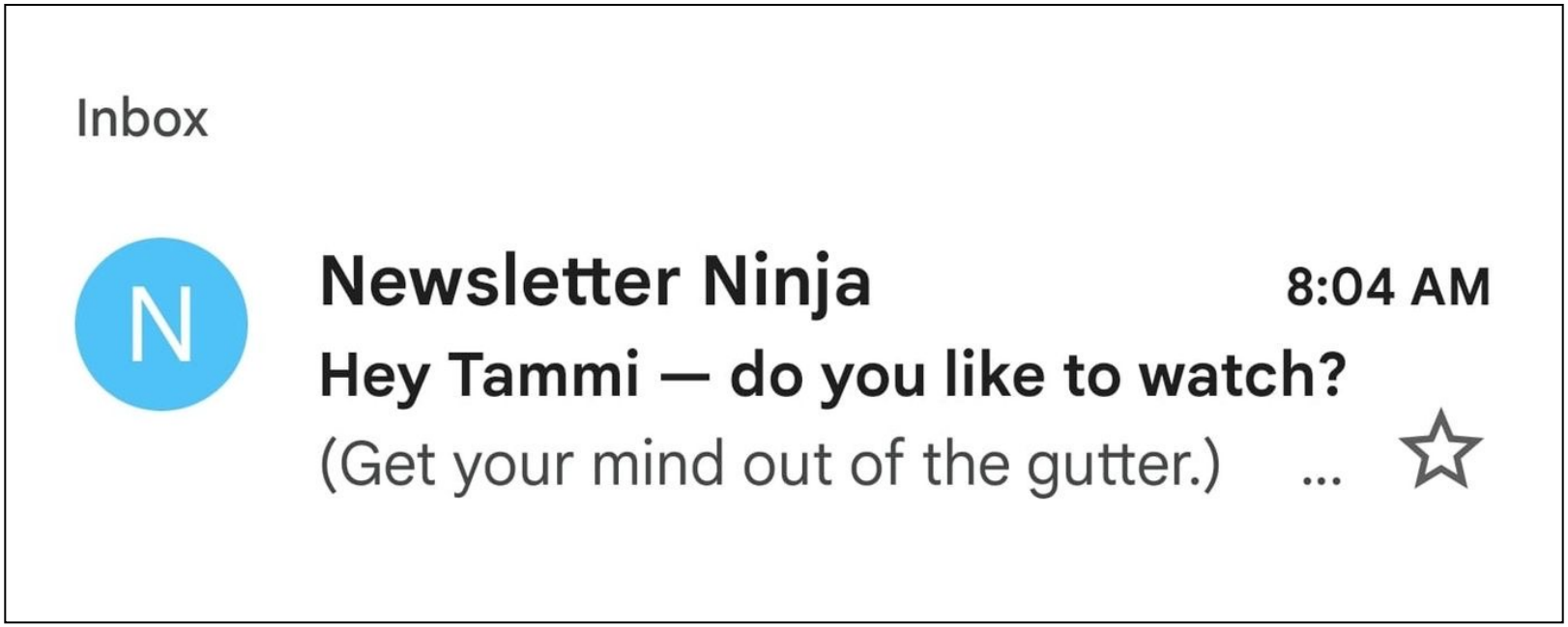

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3. Write to ONE Person

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newsletterninja.net/avatars

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4. Be known for something.

   (mascots, themes, and in-jokes)

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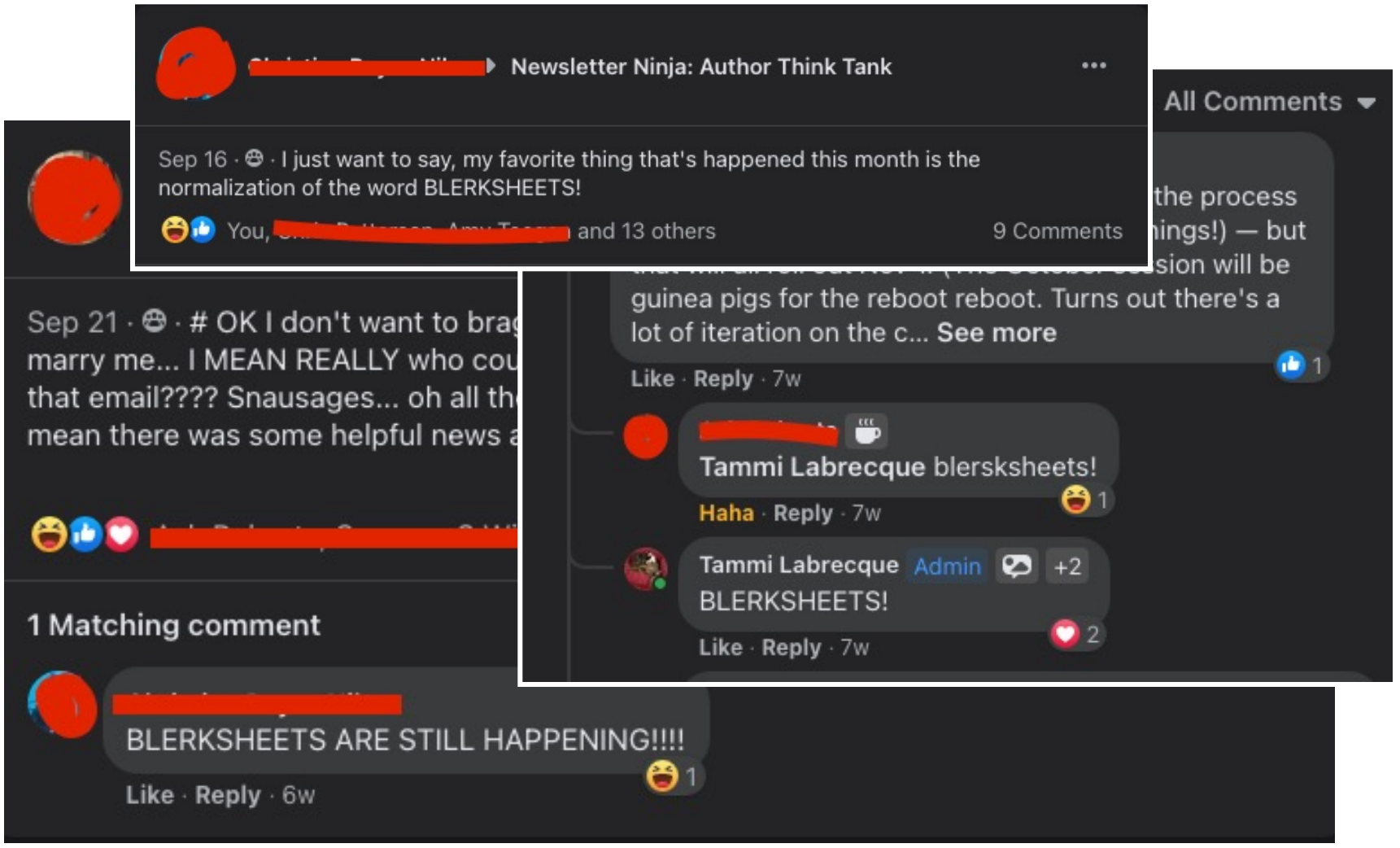

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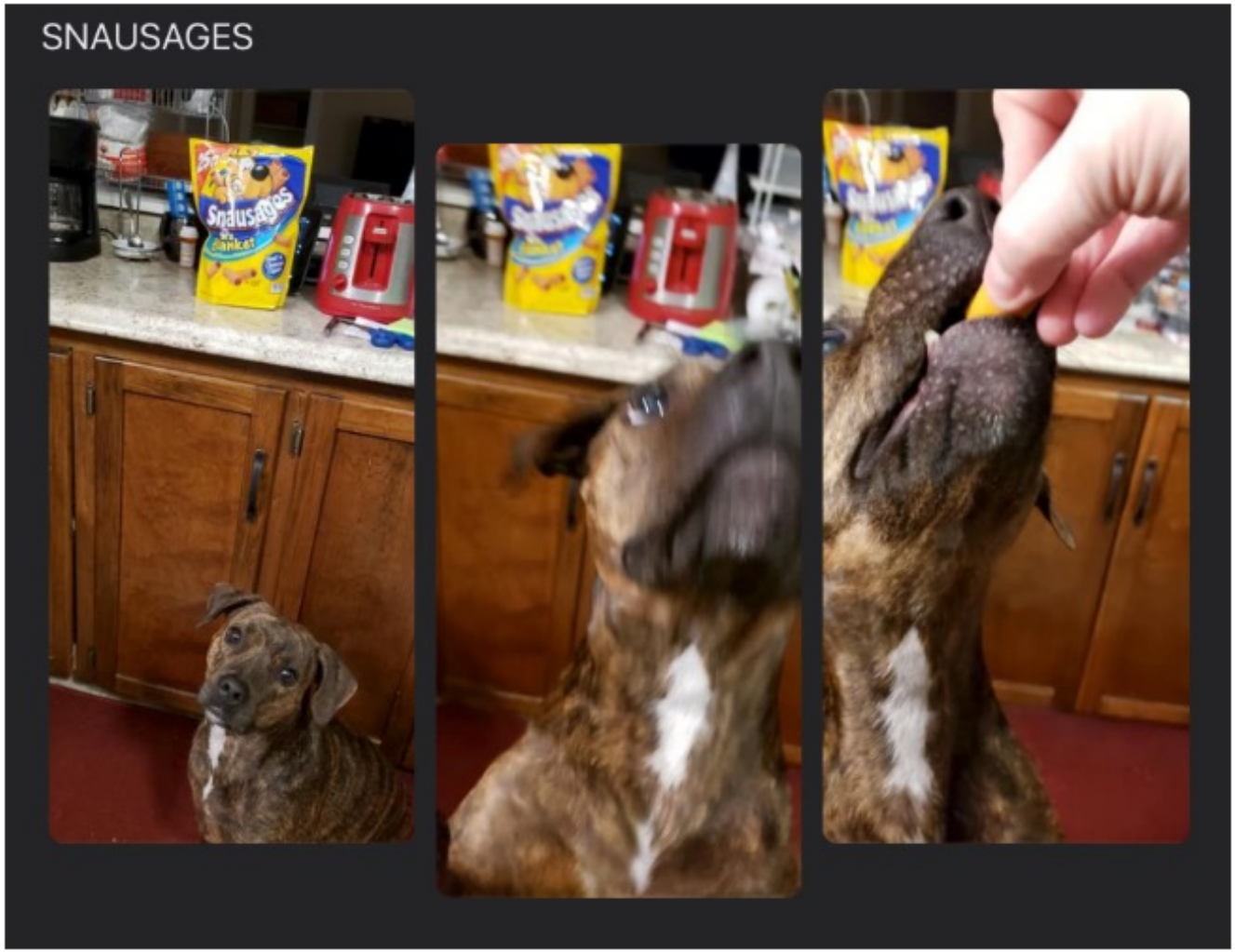

Do you want Mocha to ***starve***?

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5. Write in your own voice.

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6. Optimize for eyeballs.

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7. Punch up your CTAs.

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8. Utilize your P.S. intelligently.

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

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10. Remove unengaged subscribers from your list.

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Bonus tip:

Split test
EVERYTHING.

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- fb.com/groups/newsletterninja
- tammi@newsletterninja.net