



TEN TIPS FOR WRITING EMAILS PEOPLE WANT TO READ

Tammi Labrecque | Newsletter Ninja

TEN TIPS FOR WRITING EMAILS PEOPLE WANT TO READ



Bonus tip:

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

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1. Write killer subject lines.

(duh)

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2. Use microcopy in your preview/preheader text.

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Inbox



Newsletter Ninja

8:04 AM

Hey Tammi — do you like to watch?

(Get your mind out of the gutter.) ...



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3. Write to ONE Person

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**4. Be known for something.
(mascots, themes,
and in-jokes)**

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Newsletter Ninja: Author Think Tank

Sep 16 · 🌐 · I just want to say, my favorite thing that's happened this month is the normalization of the word BLERKSHEETS!

You, [redacted], [redacted], Amy T... and 13 others · 9 Comments

All Comments ▾

the process (things!) — but decision will be

Sep 21 · 🌐 · # OK I don't want to brag marry me... I MEAN REALLY who could that email???? Snausages... oh all the mean there was some helpful news a

guinea pigs for the reboot reboot. Turns out there's a lot of iteration on the c... See more

Like · Reply · 7w

Tammi Labrecque blersksheets! 🤪 1

Haha · Reply · 7w

Tammi Labrecque Admin 🗨️ +2

BLERKSHEETS! ❤️ 2

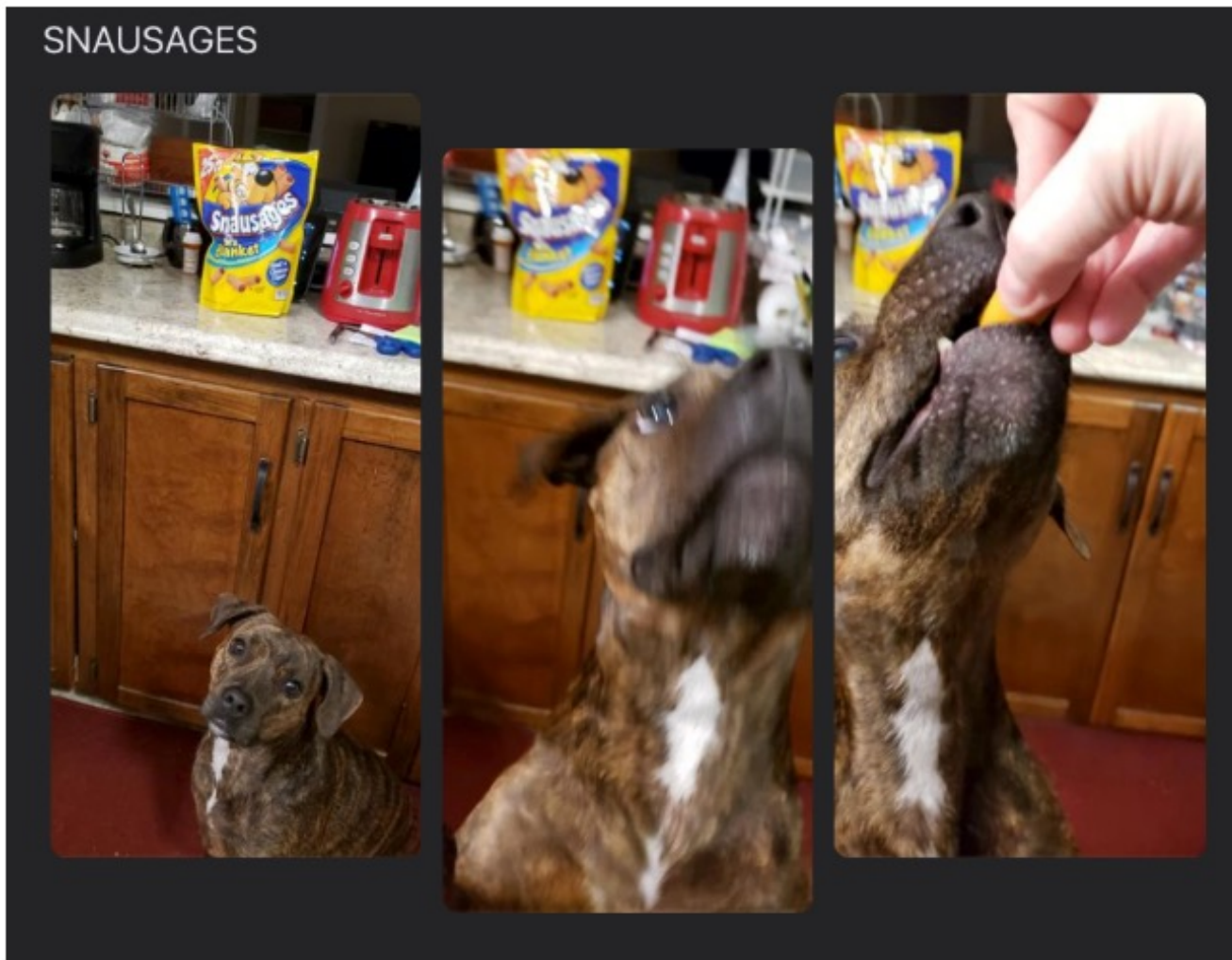
Like · Reply · 7w

1 Matching comment

[redacted] BLERKSHEETS ARE STILL HAPPENING!!!! 🤪 1

Like · Reply · 6w

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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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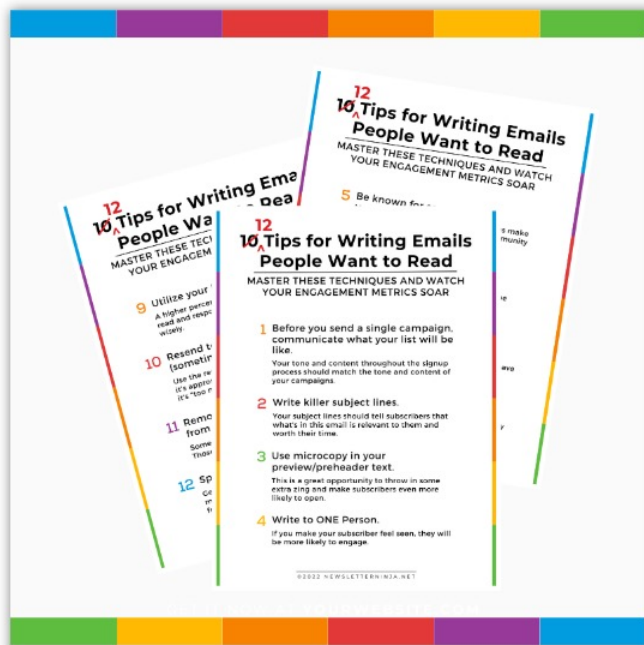
Bonus tip:

**Split test
EVERYTHING.**

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YOU'VE GOTTEN THEM TO SIGN UP ... BUT NOW WHAT?



Download a cheat sheet of 12 tips to make sure your emails keep subscribers opening and clicking.

If you'd like, you can also sign up to receive weekly(ish) news and tips, but that's entirely optional.

You've gotten them to sign up. **Now let's make sure they stick around.**

Would you also like to receive our weekly(ish) newsletter?*

- Yes, please, send me ninja tips!
- No, keep your tips to yourself, weirdo!
- I'm already subscribed!

SUBMIT

newsletterninja.net/ocrwa

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