

Module 18, Lesson 1 Handout:

Crafting Compelling Emails

Emails can be deceptively difficult to write. On the one hand, they are typically short and sweet, so why are they so difficult to write? With emails, less is more, and figuring out what content is absolutely essential to your emails that can be the most difficult part. Here are some tips to help you craft the most compelling emails:

1. The Headline is Crucial

A boring, irrelevant, wordy, salesy, or - insert negative adjective here - headline won't get the clicks you're looking for. You have to know what your audience cares about, and what they're expecting from you when you write your headlines. And even then, your email still may not get opened. Sometimes it requires a bit of trial and error before you really get to know your audience. When starting out, keep it simple, to the point, and transparent.

2. Preview Text Matters

The text that shows up next to the headline in a subscriber's inbox should further support your awesome headline. It should tell the reader what to expect in the email, or at least why they should open it. Don't waste this space, and don't make the mistake of thinking it doesn't matter.

3. Meet Customer Expectations

Your customers are receiving this email because they clicked on a message that made a promise about what to expect. It's important to deliver on those expectations, in order to build trust with your customers. If you said you'd give them tips on something, don't forget to deliver them.

4. Make it Digestible

As with writing web content, email content needs to be easily digestible. That means bullets, short paragraphs, bolded headlines, numbers, images, etc. should all be included in your email to make it exciting and easy to understand.

5. Exclamation Points Don't Work

Most of the time, exclamation points just make you look desperate. It can be overwhelming, distracting, and just looks plain spammy. Don't do it!!! :-)

6. Write to People

Remember that your email is going to a person. Make it conversational, where possible. Blabbing on about all of your knowledge and expertise in your industry isn't going to keep them interested. You can direct them to your bio for that. Keep your email conversation light and personal, with a professional tone, of course.

7. Appeal to Senses

Colors and imagery used in your emails can have a strong effect on your readers. Use first names to make it personal. Inspire people to take action quickly by letting them know that your offer will expire soon. All of these tactics and more will help influence the behavior of your subscriber in your favor.

Questions to Ask Yourself When Crafting Emails:

- Who am I writing to?
- What promises do I have to keep in this email?
- What tone makes sense for this email?
- Is this an initial email or a follow up email?
- How well does this subscriber know my business?
- How do I want my subscriber to feel when they read my email?
- What is the most important thing I want my readers to get out of this email?

Email Creation Template	
My email topic is:	
Email Subject Options (3):	
Preview Text:	
Promise(s) to Keep:	

Problems I (my business) solves:	
Introduction paragraph:	
Email Body:	
Email Conclusion	
Email CTA:	
Links to References:	
Email Goal (s):	

This worksheet will help you plan the focus, message, and goals for your emails before you begin writing. Knowing your goals for your emails and understanding your audience is crucial to crafting compelling emails.