

1 Emotional Subject Lines



Step one is getting people to open your emails! Use emotional language in the subject line to grab your subscriber's attention. This adds to the personalization and is a proven tactic to increase your email open rates.

2 Get Personal



Segment your mailing list to target specific audiences. You can target your subscribers in many ways, such as demographics, purchase history, how active they are, and where they signed up for your mailing list. The more personal the email feels, the more engaged your subscribers will be!

3 Designer's Approach



Think like a graphic designer when creating your email. Make the copy easy to read and use eye catching imagery. The design of your email should draw the reader's eye to your Call to Action (CTA).

4 Take Action



You want your CTA to inspire your subscriber to take action, whether it is buying your book, reading your blog, or RSVPing for your event. Make them want to click!

5 Be Mobile



The vast majority of subscribers are going to view your email on their mobile device. So, make sure your emails are optimized for mobile viewing. Take the time to test and view your email on both mobile and desktop.

6 Stay Social



Make it easy for your subscribers to share content and stay in touch! Include social sharing buttons after key pieces of content in your email, as well as include social follow buttons in all email footers. Social media is a key part of your brand, so you'll want to consistently grow your followers whenever possible.

7 Don't Be Spammy



Subscribers want to hear from you, but they don't want to be bombarded with emails. Use relevant subject lines and choose an appropriate sending frequency. Additionally, make sure to comply with CAN-SPAM laws. This helps form a trusting relationship with your audience.

8 A/B Test



A/B test multiple versions of your email! Test multiple variables, such as subject lines, from name, content, graphics, and send time. A/B testing provides data to show which aspects of your email resonate the most with your audience. It allows you to build better emails in the future!