

EMAIL

EMAIL MARKETING PLANNING GUIDE





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Email Planning

Let's review the purpose for your email list and what the people on your list want and need!

What do the people on your list want to know/hear about?

What do the people on your list need to hear about?

How can you make being on the list a perk or something of value?

What kind of voice or tone do you want your emails to have?



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Email Subject Line Brainstorm

Use the following 2 ideas for each month and add 2-3 of your own to send to your email list.

January:

2 Simple tips for (topic)

Cure for the winter blues...

February

The most common question about (niche...decorating...jewelry)

Did you see this one?

March:

A special ____ just for you.

As good as a Taco Tuesday...

April:

Need your help with this one...

Can't live without this.

May:

Summer proof your _____. (schedule, decor, wardrobe)

3 simple ways to relax this weekend.

June:

The day I turned 7...

Fall in love with your (wardrobe, living room, etc) again.



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Email Subject Line Brainstorm

Use the following 2 ideas for each month and add 2-3 of your own to send to your email list.

July:

Where my best ideas come from...

My song of summer....

August:

Nobody is going to like this...

My favorite teacher. (Back to school treats)

September:

Why most _____ doesn't work/fails.

4 Ideas for your weekend.

October:

Trick or Treat...Hint:It's a Treat

Fall vibes got me like...

November:

The #1 thing I'm grateful for

My grandma's pies

December:

This time last year...

End of the year treat for you



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Optin Brainstorm Generator

How can you get more people to sign up for your list? Hint: It's the value that you provide to the list that will make people want to be a part of it. And its continued value that makes them stay.

OPTIN IDEAS

IOS 15

Strategies to overcome the Email Killer

What is the IOS 15 update?

In a nutshell

IOS 15 is an Apple update that is removing the ability for marketers to track open rates and click rates in emails that we send. In addition, it offers users a way to mask their true email addresses.



STEPS TO TAKE:

- 1** Write emails that people want to get. (Exclusives, value etc.)
- 2** Promote the reasons to sign up for your email list on social media. "Sorry guys, all our spots were taken by those on our email list."
- 3** Try to get people to respond to you in your emails. "Do me a favor? Hit reply and let me know if you want to see porch signs or S'mores boxes more in our next sale?"
- 4** If you have text marketing or messenger marketing, don't ignore that avenue of reaching your people either.