BEST PRACTICES: EMAIL

The mission isn't to get people to open an email

It can be tempting to write a mysterious subject line. You hope your reader will think, "What do they mean by THAT? I must open the email!" We call that a tease.

I get it. You want people to feel enticed, but an email should be about a *specific thing*. You want people who are interested in that *specific thing* opening the email, because they're more likely to act. Make your subject line about that *specific thing*.

Teases might get more opens – but they'll bounce fast. And maybe people who are desperately looking for that *specific thing* will breeze past your subject line because it wasn't clear that the answers to their challenges were in that unopened email.

tl;dr: You can never go wrong with being clear.

On average, people spend 9 seconds reading an email.

Aim for **50–125 words**, broken up into smaller paragraphs. It will force you to get straight to the point and eliminate unnecessary BS. Keep the body email as scannable as possible:

- Use number lists
- Use icons
- Use pullout graphics
- Use statistics as design elements

Three Questions You Must Clearly Answer:

1. What are you offering?
2. How will it help the reader?
3. What should they do next?

## Pretend Your Reader Really Needs to Go to the Restroom

Reader Rushing to the Restroom: "What do you want? I'm in a hurry."

Writer: "Okay, this is a very interesting story. There was once a young man who sat under a tree. It was a warm late summer morning in 1666. And the young man couldn't believe it. What could it be?"

(Bouncing feet frantically) "I'm serious. What do you want?"

"Well, this discovery I'm about to tell you is going to change everything. You're not going to believe it. It's unbelievable. When I tell you about this, you're going to say, 'I can't believe it!' It really is that amazing for both you and your organization."

"I'm going to hurt you."
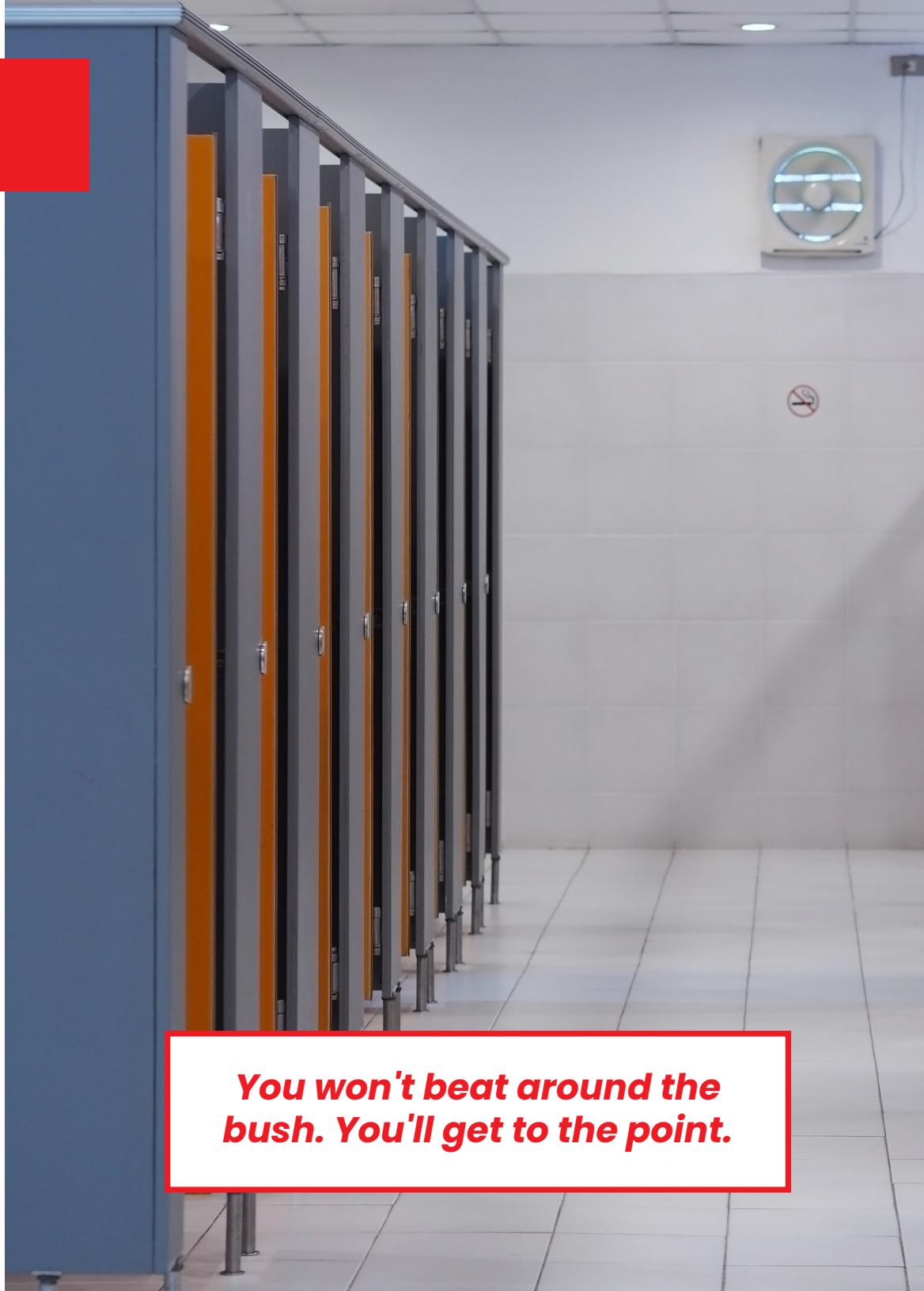
You won't beat around the bush. You'll get to the point.

What is the point of this email?

Why are we sending it to people? Build your CTA around that.

Have your CTA button include:

Very clear description of what reader will get

Access Educational Guide
Watch Tutorial Video
Request a Quote

Strong action word that highlights benefit

Slash Your Haulaway Costs
Grow Your Business by Minimizing Downtime

Question, ideally around benefit

How Can I Lower My Haulaway Costs?
Looking to Lower Your Downtime?
What's the ROI?

Please Click Here

This often gets overlooked.

Does the transition from CTA button to where the reader goes make sense?

They are going through a door from one room (email) to another (landing page/video/whatever) ... is the transition disorienting?

Can they find what they're looking for?

Is it clear where they should go and what they should do?

Emails are meant to send people to where you want them to go and take an action. The smoother the transition, the more successful you'll be.

Don't forget about the door.