

WRITE YOUR D*MN EMAILS!

EMAIL TIPS, IDEAS, + WRITING PROMPTS

Never hit blank-screen-itis again. Pick up these ideas and prompts and go write.

Don't forget the most crucial question in all of marketing – *What's In It For Me?*

It's what's in the mind of every reader, subscriber, potential customer. The stories, cases, suggestions, advice, opinions, tips, and offers in your emails need to clearly tell your readers why it helps them.

If you tell a story – connect it to your readers (why should they care), then connect it to your business and your offers.

If you send a more purely promotional email, make sure to write in a way that explains why your people care about this offer. What will change or improve in their lives or businesses from taking you up on your offer.

As you write more and more emails you will find your way – your voice, your style, the natural ways to make offers, and what your readers respond to. For most online businesses, your email subscribers need to come to know and trust you before they're ready to buy what you're offering.

My desire and goal for this challenge is that you find your own way of writing and sending emails. That you feel clarity, inspiration, and more ease with writing and sending. Fewer days with headaches, 'oh I'll just write later', or utter panic. You don't have to jump in headfirst or wind up like a near zealot like I am – but do find your email mojo.

What follows in this challenge guide are tips to help you find your voice and writing style, tips on frequency, and of course, the writing prompts to give you inspiration. Most of the writing prompts are timeless or evergreen – you can come back to them with a fresh spin and use them again and again.

TIPS ON FINDING YOUR VOICE

You gotta be you.

There is no single right way to write an email.

With the writing prompts and tips during the challenge you can practice writing and finding your unique tone of voice and writing style. It needs to come naturally – you can't really force this either.

If you are casual, and love emojis and GIFs, and ramble a bit ... ummm ... like me ... stick with it. That's you (or me) – don't change you.

SIDEBAR – that's one reason email didn't work well for me in the early days of my business, especially my original consulting business – my audience were all very educated professionals. I felt I had to write professionally. More formal language, paying attention to grammar, using bigger words even.

Had to be all value – never a real offer.

I had a graduate degree and a half and sometimes that showed too much. My writing was academic, a bit stiff. Boring.

Over time it was very hard to keep up because I just wanted to chat and not worry about proper grammar and I really did want people to hire me. While they liked my emails, my emails weren't truly building my business. So I changed things.

If you are a deep thinker – share your thoughts and commentary. Lean into that style.

If you are chatty, love puns, dig on pop culture – go with it and keep your emails light and breezy.

If your brand colors and voice are hot pink, girly, very feminine, and you love poetry and rom-coms – lean into that with your templates, images, and how you talk in emails.

Write like a chat with a friend.

In fact, it helps a lot to imagine you are writing to just one person with each email – not a list, not a crowd or even community. I keep several of my Mighty Pals (what I call my subscribers and community members) in my head when I write – I write to Fran, Betty, Matt, Renee, Pam.

Look I know, and they know, I'm writing to multiple people all at once – but if through some word choices (you, we) it feels like chat, all the better. Make the connection. Make it personal.

It generally won't hurt to have a friendly, conversational tone. It's ok – practically required – to show your personality. People get a lot of emails – why should they regularly read yours? Because your audience will come to know you offer them value, are personable, and have relevant offers that help them.

Use your time during the challenge to write and find your voice so that writing feels easy if it has felt hard or forced before. You need to relax and write. It takes practice but you can do it!

TIPS ON FINDING YOUR RHYTHM OR EMAIL PATTERN (AKA HOW OFTEN YOU SEND)

First – remember your people opt-ed IN – they have given you **permission** to email them. They want to hear from YOU. On the topics of your free gift, webinar, what to you talk about on social media – and whatever else you may have promised them.

You are not 'bothering' them. They opened the door for you.

And remember – most people are not subscribed to hundreds of email lists (*only us biz owner marketing type weirdos are!*) so they may not have the same feelings of clutter or overwhelm that you do with email. Your email is just one in their box – it isn't the thing going to tip the whole over to hell.

Sending an email weekly is not bothering. Heck, even sending one per day isn't really bothering – but do give folks the option if they're ok with that. Multiple times per day? Eh, I'm not a fan of that – but you need to check in with YOUR people and do not assume! And sometimes, with time-sensitive info or launches – you NEED to remind people a few times on a day that things are ending. Do not assume they saw that one email in the morning ... or the one 30 minutes before midnight.

If you are sending emails infrequently (think monthly or less often) then you have fewer opportunities to tell people what you have going on or offer them a chance to work with you. And greater odds that they don't see that single email from you – and they miss the offer entirely.

You need to find your own balance for how often to send emails and what your community responds to. I'm willing to bet you they are ok with more emails than most of you are sending or plan to send. 🙄

That's a big second point – you are NOT identical to your clients or subscribers. You probably have a lot in common – but they are not you. Do not assume they are just like you, especially as it comes to email and inboxes. Always ask, listen, ask some more.

This month, time to shake that imposter sh*t off! (*see, so excited I'm swearing in more than just the title of this challenge!*) Do not let it take over your head – you know your stuff, don't be afraid to share it in emails.

Do not be afraid to take stands, share opinions. I love the advice I heard once about treating Imposters like an unruly toddler in the car – you can turn around over your shoulder and go “SHHHHH, Not Now!” If you want to see the positive return from emailing – you need to have the right people in your list, you need to send them relevant emails WITH offers, and you need to send them unapologetically. More often.

But maybe you're afraid of what happens if you email more often? What if people Leave!

Unsubs happen.

It's ok.

Over time you learn to embrace them. Let those folks go with a wave and relief. They are not your ideal people. And who knows, they may even come back some day. And if they don't, it's fine -more room for the right people. Don't pay your email software for people who don't want to hear from you.

If you aren't getting unsubs, you aren't being enough YOU in your emails. You're playing it too safe, boring, and never sharing an opinion. You're not giving your people a chance to vibe and connect with you.

Unsubs are NOT personal. It is not about YOU. Nothing to do with your worth as a person.

People, interests, and priorities change – so people unsub.

Your email community is a hot club full of VIPs – treat them like the special people they are. Don't send them the exact same things you post on IG, in videos, or blog posts. Yes, all of those are great content and SHOULD be shared in emails – but not as the only content.

Give your subscribers something special. Share things in email you don't share elsewhere. Go deeper, give extra tips, take those stands, add your commentary.

From time to time, surprise and delight! Send them gift just for the hell of it – no additional opt-in required.

Ok, finding your rhythm – your style, your voice, and what is consistency for you. Because email marketing only really works when you – uh – send emails. Not monthly or quarterly. And not necessarily daily either. Needs to be a schedule that works for you and that can keep going – with ease, even enjoyment. This is long game, a mega marathon not a sprint.

Set goals you can achieve and keep up with. And if you have been erratic with email or doing monthly, it's jarring for you and your community to jump to daily – and you'll burn out so fast. Your pattern and timing needs to fit your life, your business, AND your biz goals.

Let's say you aim right now for weekly – enough time to start developing relationships and connections. People are not likely to forget who you are week to week (it can happen when it's weeks or longer between emails). Frequently enough you can deliver both value, tips, and your offers.

If you need to, build up to weekly as we go through the challenge – maybe you decide you're doing every-other-week. Or every 10-ish days. Now map that out for the next 30 days – pick days you'll email. Check what else is going on in your life + biz so you don't run into a holiday, school break, family vacation – all those things that can easily derail our habit formation. Make a commitment to yourself. Make the commitment in the group and find an accountability buddy to stay on track and don't back down.

I bet as you start writing more, finding your voice, feeling more confident you may feel like sending more often than every 2 weeks.

And if you fall off the wagon and life happens – dust off, go again. Do not give up! Don't throw up your hands, "oh well it's been so long since they heard from they've forgotten and I have to just give up, or start over, or it's not worth it" B.S.!

Remember you are ultimately in charge of your business so you set your schedule. Pick it and stick it.

But here's a few extra tips and why you want to get to sending weekly, then a few times per week ...

It's hard to tell people about webinars, workshops, courses, digital downloads, or other offers when you only send one email per month. Or every 2 weeks. If you miss your monthly email, are you waiting another month to make money?

Sending more emails gives you more opportunities to mix in emails that give tips, tell a story, share a client example, promote your course or services. You can have one of each over two weeks when you send more than weekly. More chances to connect, more chances to help your people, and yes more chances to make an offer and make money.

And more likely that your people see at least one of those emails! If you email infrequently, greater chance your reader misses your email. You send weekly – and on the same day – your people start to look forward to your emails. They know what to expect.

Gee -I hop after nearly 3 years of Thursday Tips emails from me that's really the case!

But look – if you're sick, you're on vacation, you truly have NOTHING to say – skip a week. The world won't end. Your list will not shrivel and die. Even with all the tips, ideas, and prompts you'll get in the challenge – you may not have anything to say. So don't force it.

- 1. New Year, New Goals** – use the attention given to resolutions, fresh starts, and goal setting of a new year to your advantage. You can also tweak this to use again during Spring ('spring clean your business/diet/routine') or the start of school in Fall. Share your own goals, word of the year, or next steps with your audience or invite them to reflect on those things in their own businesses or lives.
 - E.g. if you help clients with health and wellness, this is a perfect time to connect with them and talk about small steps, tiny healthy habits and how to not lose your goals after January. Maybe give them ideas of little steps they can take in stretches, a new recipe, journaling for health. Ask them if they do resolutions and if they work?
 - E.g. If you sell digital downloads, printables, journals or planners - wow the new year is perfect for you! Talk about how you use journals or planners. Share why you created something that's a new release for 2022. Give them a tip on how to get the most from a new planner or journal. Or ask them to look back at last year's planners or journals - celebrate with them.
 - E.g. If you help other business owners, can you talk about setting SMART business goals? And also how you take steps to keep sight of your business goals? Or what you've learned about turning a goal into action. Share how you did vs. the previous year (or quarter's) goals and what you have in mind next.
- 2. Ch-Ch-Changes!** Have you noticed these changes? – another email good for new years, new seasons, or anytime you are anticipating making changes in your business and want to prime your audience to be thinking about (and receptive to) changes. Or as a way to build greater connection over shared changes or how your offers help people to make the most from change. Set a timer and do some extra reflection and noticing of changes around you – changes in your niche or industry, changes in your business, or personal changes. How can you share about what you see or have experienced with your audience?
 - e.g. did you have a mindset shift this year? Write about when it happened, what sparked it, and what a difference it has made for you. Share how your audience could experience something similar.
 - E.g. if you tweaked your eating, added in journaling or 1-minute meditation – write about that change. Share a tip on how your audience can take similar steps for personal change.
 - What trends are you noticing in businesses around you? What tools are they using or changing to? Have you looked at who else has similar skills to yours? Who maybe has similar clients ... but their business looks different? It's not better or worse – just

different. What are those differences? How can you talk about what makes you different?

3. **Checking In – Let’s Catch Up Shall We?** – every solopreneur using email marketing has a point (or several) where they fall off the email sending wagon or hit a dry spell. Don’t stress over it, don’t wallow, and do jump back in!
 - It’s ok to acknowledge you’ve been missing from their inboxes but don’t over do it with excuses or stories. Share something positive you’ve been doing while not emailing and why you’re excited to be back in their inbox.
 - Do remind them how they joined your email community – what freebie, product, or service likely has them opting in or what main topics you talk about.
 - Do give them a head’s up with realistic expectations for what they can expect going forward – what you’re talking about and when you’ll be emailing.
 - Don’t over-commit yourself in terms of how often you will email – you don’t want to burn out and disappear again. If you think you can consistently stick to every other week -tell them that. If you’ve been roughly monthly and are going to aim for weekly – tell them that too.
 - e.g. “*Hey, I’m back in the saddle and you can expect to hear from every other week from now on. I promise I’ve got great ____ planned for you on ____ and _____. I can’t wait to _____.*”

4. Write and share your **favorite app/software/tool/gadget** that you think your audience will love to – bonus if you are an affiliate or referral partner for it – but not necessary [you can repeat this for multiple emails]
 - List all the products, courses, apps, gadgets, books, tools you use in your business, life (especially if you are in your own target market) – then pick something to share. Or do a review as suggested below.
 - E.g. You are a fitness + health coach for middle-aged women – share your favorite resistance bands, an affordable, cushioned yoga mat, the best sports bra you’ve ever worn
 - E.g. you’re a writer, editor, or help those with publishing books – got a fave pen? Love your Rocketbook? Books on writing techniques. Grammarly vs Hemingway apps for writing.
 - “the one thing I can’t live without”
 - “the 3 apps I can’t live without”

5. Share a **favorite book** that has helped you in your business, or your niche [another one to rinse-n-repeat] Oooh, snap a picture of the book on your desk or table and include it in the email – it personalizes your recommendation more than just sharing the photo from an e-commerce site. You might even encourage your folks to get the book from their local independent bookstore or their local library (*ahem – you do know nearly all libraries have ebooks too, right? Remember – I’m not just a marketing coach, I’m still a degreed, credentialed librarian!* 📖 😊)
 - “4 books I love and you will too”
 - “ my 3 must reads for every _____ on _____ (your core topic)
6. **3 people I think you should meet** – share your friends, colleagues, other smart folks in your niche/industry, your JV partners, your coach – whomever you love talking to, reading, following, working with. Don’t forget to tell your audience why they want to check them out too.
7. Share **3 blogs you follow** and why they are relevant for your audience
 - “3 resources I turn to every week and you should too”
8. Think or look with a **beginner’s eye**. What if you were looking at things in your niche for the very first time? The ‘beginner’s eye’ or ‘beginner’s mind’ means clearing out all we know, our assumptions, preconceptions, experiences – and looking as if we are seeing for the very first time. What would it be like if you had no expectations?

For example, do you remember what it was like to try an unfamiliar dish or food – and you didn’t know if it would be sweet, tangy, spicy, sour? What did that feel like? What did you experience after you tried the food with no expectations? Channel some childlike wonder and curiosity.

Can you remember, or put yourself back in the spot, when you were just starting? Think back to the first time you did something in your business and it worked. The first time you sent an email and someone clicked and purchased. The first web page or blog post you created. Remember back to an early client call, the first time someone said ‘ohh! Aha!’ after your advice. What might you tell that younger you? What would you try if you could start anew? Ask your audience what they’d like to look at with those beginner’s eyes.

- E.g. “What would be possible if you started _____ over?”
 - “What would be possible if I only _____”
 - “What would you like to try?”
9. Share one of your **favorite blog posts** (your own) – when was the last time you sent your email readers over to check out something specific on your blog? Do you have an ‘oldie but goodie’ that’s timeless? An underappreciated post you’d like comments on?

- E.g. “ my favorite (blog post, video, podcast) I ever made on _____”
10. Ask your audience to name **3 things that may be holding them back** – you share first with what held you back early in your journey or share a story of a client/customer and what they overcame. Is it mindset, productivity, strategy, money, technology, family, health – what’s a block for them and give a tip on getting past it.
11. Answer a **commonly asked question** from your audience/customers – it could be one a client has asked, question from your own online group or a group where your audience is hanging out. Answering questions is not only educational content, but it can part of a promotional campaign – answer a question that is a common objection or reason people are unsure of buying X from you. Or the question they need answered before they confidently sign up or purchase.
- [Tip: keep a running list of common questions – this is content marketing gold you can return to over and over and use well beyond emails. I have a Trello list in my content library board all for common questions.]*
12. Share a **podcast** (or up to 3) that you love listening to and why
- “xx podcasts you’ll love if you want to _____”
13. **Myths or mistakes** common in your niche, among your clients – what do you want to warn your audience to avoid? Make a list of 5 ‘myths’ you see most often in your niche – the things that make you want to scream and run to protect your clients from. Similarly, what are 5 common mistakes you see your people making?
- “XX mistakes that can sabotage your _____”
 - “5 mistakes in avoiding sugar that are leaving you tired”
 - “5 mistakes that aren’t helping you rekindle romance”
 - “5 mistakes that lead to more toddler meltdowns”
 - “the 5 mistakes I see every author make with their first book”
14. Send a **reminder/re-engagement** email – got some cold folks on your list? Been a while since they opted-in from that freebie about essential oils or Mother’s Day self-care? Why not check-in and make sure they still want to hear from you on that topic. Combine this with sending them a blog post or video or something useful on the topic they originally opted in for.
- Been a while since you regularly emailed? Work on warming things up. Send a check-in email (*though ideally a real re-engagement campaign is multiple emails*) – and a few more short emails that ask for replies or to click something – indications they’re still reading and engaged.
- E.g. “It’s been a while... are you still interested in X?” or “Hey we’ve made some improvements while you were away” or “Inbox getting too cluttered?”

-
- 15. **Reviews** – when was the last time you did a review of a product, book, course, workshop, or a coach? Give detailed examples, pros/cons, what you got out of X, why you recommend (or not). This is also perfect for a longer blog post and take the snippets of your review to an email. And hello, affiliate links!
- 16. **ABC Method** – [*this is a method or brainstorming tool for multiple email ideas*] Sit down and think about your business, your ideal clients, what you offer – and then go through the alphabet. Come up with a topic for every letter. Or something to share that hits that letter – a blog post, a reading, another expert, an affiliate offer. If you followed this method, and sent out 1 email per week – you’ve got 6 months of content
- 17. **How-to, Tutorial, a Tip** – good for a series of emails and also to link to blog posts or videos. But share one good, actionable tip per email. You are not ‘giving away the store’ and need to ditch that mindset. It’s ok to share value and even show someone how to do something in a blog post or an email – because we know that most folks still need extra help beyond that. They will still need your related workbook, workshop, course, or 1:1 coaching. Or to hire you to do the thing!
 - E.g. “why time tracking matters and one key tip to make it a habit”
 - E.g. “3 top SEO tips even beginning bloggers can rock for traffic”
 - E.g. “1 thing you can today – from the couch – to raise your credit score”
 - E.g. “my best, most surefire tip to end toddler bedtime struggles”
 - E.g. “how to repurpose blog posts into printables” [*note – this was an actual email I got - and the bulk of the tutorial was a blog post; you could add more meat in the email and then point to a post or a video*]
- 18. **5x5 Method** – [*another method for brainstorming that results in multiple possible emails*] Sit down and think about (and write down) the 5 most commonly asked questions you get (*alternate: what are the 5 questions you think more people SHOULD ask you*); now think of 5 more related sub-questions under each of those 5 main topics. Boom. Now you have 30 emails you could write – answering questions of your ideal customer
 - E.g. Jennifer gets asked questions about: Email software, sales page software, email list building, Trello, and Canva. I take Trello and think of 5 subtopics – e.g. how to use Trello for a brain dump, how to use Trello as a content calendar, making the most of free features in Trello, using Trello with clients, VAs or other ‘team’ members (at no extra cost), Why I love Trello but am still looking at Clickup.
- 19. **Share something that scares you** – or something you struggled with. An opportunity to be open, vulnerable, build that critical Know-Like-Trust factors. Also a way to show a

turning point, how you got where you are and why clients should trust you know what you're talking about.

This prompt and the next are excellent ways to show more of you, your personality, what makes you special and different in your niche – and so they are perfect for both welcome email series (as like the 3rd email of 5) and as part of sales campaign series.

You want to really attract and pull in those who are your most ideal customer – and it's ok if those who aren't opt out at this point.

Always relate these stories back to why your audience should care – what's in it for them to know what scares you, what your struggles were, or your opinion on a hot topic.

- E.g. “wanna see my old cringeworthy website?!”
- E.g. “the phone scares me but I LOVE talking to clients – how I sucked it up- or not!”
- E.g. “I never saw this coming”

20. **Why you think X is overrated** – take a stand! No more meh, wishy-washy emails. You gotta be you! So, share why you think X (a thing/course/person/trend in your niche) is totally overrated – and why you do something else.

21. **Send an Extra Goodie** – everyone loves gifts! Send your list a checklist, worksheet, planner page, journal page – nothing huge but just a little something extra to download. No opt-ins, no extra hoops, no strings – just a gift. Like Christmas in July!

- Send something that can't be easily found or Googled on your site:
 - One-page checklist
 - A template
 - Attractive infographic
 - A video or podcast episode
 - Set of interviews from other leaders/biz owners with the same client type
 - Free tool, app, software

22. Hold a 48-72 hour **flash sale** – everyone loves a deal and a time limit creates instant urgency and FOMO. Create a coupon for a course or product and have a ‘just because’ sale. Send at least 2-3 emails with benefits of the course/product and urging fast action.

- E.g. “Flash Sale Alert! Save X% off my best course this weekend only”
- E.g. “HUGE savings for the next 72 hours – details inside”

23. **What Do You Think?** - Ask your readers' opinions on a new project name, cover for an e-book, a new logo, for a variation or option on an existing course/product. Keep it simple, fast, easy. Find out what your customers and prospective customers think. This is also a peek inside your business, a teaser to upcoming offers, and even a kind of soft-sell opportunity. Tell them you're working on something and want their feedback – ask them to reply if they like A or B. Super simple.

- E.g. “what do you think?” [is this my next workshop?]
- E.g. “your opinion is important ...”
- E.g. “I'd love your thoughts ...”

24. **Get your readers' input** – Make them choose and sort themselves! The segmentation email! Asking for input or asking your readers to make choices in an email is a way to create segments – or groups or buckets – so you can sort people and send them more of what they specifically want. Segmented and targeted emails perform better (from a technical point and because you're acknowledging what people are telling you they want to hear from you).

Remember emails are conversations and you want to invite replies and interaction. Plus “feedback is fuel” – and what your people think can be content marketing gold.

Keep it simple – 1-3 choices on something- for example: that describes them or their interests (especially if you use this email as part of a 5-email welcome series); that tells you what new offers they're interested in; that tells you how often they want to hear from you.

My preferred way is to set up a Link-Click-Actions in your email software and add tags (which you use to create groups or segments). I have simple pages on my website – with a related image or GIF, thank them for their input, and even point to blog posts on the related topic. You could even drop a bonus goodie to download on that page as a reward for those clicking. The URL for that simple page is the link that triggers the Click-Action and adds whatever tag I have created.

You can use simple survey software (Survey Monkey, Google Forms, Formidable forms plugin on your site) to send a 2-3 question survey to get input. You could ask them to reply with A, B, C, or D via email.

Offer them the results and maybe something else in return for answers.

Another key point for the purpose of creating those buckets or segments – you are encouraging people to choose **ONLY ONE** option right now. Tell them you'll send them the other info later if they really want – but they gotta choose just one thing right now.

- E.g. “Hey, are you a beginner, intermediate or expert at X?” and give clear examples like “If you can do X, you're just getting started; if you're doing Y, you're probably more intermediate; If you already know and practice Z, rock on you're more expert”

- E.g. “Click that link that best describes you ... A) Mom/Step-mom of kids under 12, B) Mom/Step-mom of teens, C) Mom/Step-mom of adults (21+)”
- E.g. “I’m putting together a post on goals for 2022 can I share yours?” - Ask them fill in answers (25 words or less) for a top 2022 goal + their URL. Can include text box and also ask for their biggest challenge or priority for the new year (“in case I can help in some way”) You get curated content, insights into products or offers to create for your audience, they get a little free promotion plus answers to questions
- E.g. “Click here if you’re interested in hearing more about how to grow your email community” vs. “Click here if you want more about creating your own short online course” vs. “Click here if you want me to share info about creating super simple membership sites” [each of those goes to a short page on your website, thanks them, shares related content and now your email system knows how to tag based on what they clicked]

25. **What have you been working to improve** – what are you practicing to get better at? (besides writing emails 😊) What do your readers want to get better at and need to see someone else doing it? This is another email example of showing (not just telling) folks how you work, how you help get results for people, and leading them towards your offers.

- E.g. “ How _____ made me better at _____ ”

26. What do you **confidently know to be true**? Where can you show your leadership, as well as your knowledge, experience, and expertise? You want to confidently, powerfully show you have opinions and are a leader worth following. People come to leaders for answers and assistance. You have opinions – but you probably aren’t sharing them as often as you could or should. Find an opinion you stand behind confidently and build one or more emails around it.

- E.g. what’s the biggest problem you see in your niche? And how would you propose to fix it?
- E.g. what have you seen change for the worse in your niche? If you could turn back time what do you wish were true or happening? Alternately, what’s 10 times better than it used to be?

27. Give loving, **truth-telling advice** to your customers. They are looking to you for your leadership – there are things they are looking for and ready to hear only from you. Keep taking a stand and sharing opinions with some specific advice.

- E.g. “whatever you do, don’t do this” - what’s something others talk about that you think your audience should avoid
- E.g. “If I only had \$1 to spend in my business, I’d spend it on ...” - everyone has a budget, where do you advise allocating precious resources spent?

28. How your opinions and **unique way of working** connect with potential clients – Imagine you're having a conversation with a potential client (*for 1:1 services, for your private coaching, for any higher-end services/offers*). The call is going well and they are responding positively. But they want to really understand how working with you will be different from others. Maybe they've had bad experiences in the past. Maybe there are plenty of others with similar offers to yours. What will you tell them about how you're different? Think about how you spend your time with clients. What do you value? What do you prioritize? Why do you think you're better at some things than other people are? What's one thing you do differently from others in your niche – and why? What have learned along the way that gets your clients results?

- E.g. "I do this differently from other [consultants/writers/ type-of-coach]"
- E.g. "If I could change one thing about [THING YOU DO] it's this ..."

29. Use a **pop-culture or news reference** to start your email -

30. Share a **case study or example** – part trust-building, part educational, and yes part soft-selling, an email with a concrete example is an important part of any campaign. You can anonymize this, or use first names, or even use yourself as an example. But you want to paint a picture, with specific details and numbers even, of what a situation was like before a client/customer met you (or took your course, attended a workshop, had a coaching call, was in your membership) and what things are like for them now – afterwards. It doesn't need to be long – that could be a blog post – but it should be clear enough to help your readers see themselves or want the same results for themselves.

- E.g. "How I got 100 new subscribers this month"
- E.g. "How my clients raised their credit score 50 points in a month – and got that new car loan"
- E.g. "No more holiday stress + fights – how these women/step-moms did it"
- E.g. "How these busy toddler moms find time to journal – you can too"

31. What's been your **biggest break through**? Think and write about a moment, turning point, clarity, time of hitting the bottom then rising up. Where and when did you have a real "AHAH!" moment in your work in your niche? And how has that translated to what you do with your customers or clients? Think of the little steps that strung together to create change – what can your clients or customers learn from your journey?

BONUS PROMPTS

32. Why you **love what you do** – more transparency and vulnerability! Plus that critical Know-Like-Trust building. Share briefly why you do what you do, for whom you do it. What are you super passionate about? [*Psst – this could be perfect in February – the month of love!*]

- “Why I love what I do”

33. “**Are We Following Each Other?**” – if you want your email subscribers to also connect with you on your chosen social media platforms – ask them to do so. A short, simple email to ask if they want the other cool content you share over on [IG/TikTok/FB/Medium etc]. If you have a regular live video series – tell them and ask them to follow or set reminders. Give the URLs or handles on how to find and follow you. Also helps if you tell them why they should connect on social media – do you share things there you don’t share in emails?

- E.g. “Are we friends?”
[NOTE: you do not need to add clients, customers or colleagues as personal friends or connections on your personal profile on places like Facebook – yes many people do. I personally do NOT. This example subject is perhaps a little click-baity – you can explain in the body of the email you mean you want people to follow your FB Business PAGE, not actually ‘friend’ you.]
- E.g. “Have you checked me out on [PLATFORM] yet?”
- E.g. “Here’s why so many others follow us on IG”

34. **Ask for a Testimonial** – let people know you love getting feedback and love even more getting specific testimonials from happy customers. AND make it easy for them to give you a testimonial! Use a form on your site to collect their info and answers to some questions designed to generate useful, valuable testimonials. If you can – ask them for a photo or headshot – explaining that the picture will accompany their testimonial on your website.

If you work with clients on sensitive subjects, you can offer them anonymity, to use initials, use no photos (use cartoon avatars or images). Include a check box for “please keep my comments nameless.”

Don’t ask yes/no questions – use open-ended questions that get meaningful answers and specific instances or examples from your customers. For example, ask (*some or all of following*):

“How would you describe what it is like to work with me?”

“What is possible for you now – after (our coaching program/after X course/ after using Y product)?”

“What did you learn about yourself in our time working together?”

“What would you say to recommend me to a friend of yours?”

- E.g. “who else loves [Course/Product name]?”
- E.g. “We’d love to hear from you ...”