

# Coaching Emails Made Easy “Content” Template

## GOAL: GRAB ATTENTION

**Your headline gets read more than anything else in the email.** The first two words of a headline are the most important.

## MISSION

**ALT: Participation Driver**

Use this space to speak to YOUR MISSION. One or two sentences with visceral details. In the alternative use this space to speak to your segment(s) or participation drivers.

## CONNECT EMOTIONALLY

1. What's the problem to be solved;
2. How will you make a difference? and/or
3. Clear case for event.

## PRACTICAL ADVICE

Practical fundraising advice, e.g. forward this email, memorize your talking points, insert reminder into your email signature, send pictures of yourself training. Think “step-by-step.”

1

HEADLINE

3

OPENING

2

IMAGE  
½ or 1/3

4

SUB-HEAD

5

CONTENT

6

CALL-TO-ACTION #1

SUB-HEAD

7

CONTENT

8

CALL-TO-ACTION #2

TEMPLATED BUTTON, e.g. DONATE NOW or REGISTER NOW

## SCAN FRIENDLY

Visual needs to tell a story. 85% like HTML. 65% prefer images to text in emails. Use captions or headlines in visual if necessary. CTA embedded often works well. Authentic, faces, and humor images work best.

## WHAT'S IN IT FOR ME?

Use this sub-head to keep people reading about “what's in it for them.”

## MOST IMPORTANT ACTION

Usually a link in text, but a button can work too. Tie to your email goals, which are usually:

- Learn More
- Send More Emails
- Self-Donate
- Share

## BIG CLOSE

This is your last chance, so make it count toward your most important goal for the email. Usually a link in text. Usually the same as CTA #1, but not always.

