

8 SECRETS TO EMAILS YOUR READERS WILL LOVE

Email like a pro with your VERY own quick-reference check list

Nailed it!

1 MY EMAIL IS “FROM” A CREDIBLE PERSON
The two things that my readers see before actually opening my emails are: who the email is from, and what the subject line is, so ✓ I used my *first and last name* or that of high profile person in my company ✓ I'm staying consistent with my “from” to build trust and brand ✓ I avoid using just my company name



2 MY SUBJECT LINE IS IRRESISTIBLE
35% of email recipients open email based on the subject line alone, so ✓ I put the “benefit” to my reader in the subject line. ✓ I segmented based on my readers interest rather than my own interest ✓ I checked out [Mandy's free tutorial on how to write subject lines that get opened](#). ✓ I avoid spam triggers like “free” or !!!!! ✓ I'm [using a spam filter](#)



3 MY EMAIL LOOKS GREAT ON MOBILE DEVICES
Over 50% of my emails are read on a mobile device
✓ The first four (4) words or 50 characters of my subject line are the most important since that's all my mobile readers will see. I used [Litmus](#) to preview how my subject line renders across a range of email clients and devices instantly—for free.



4 I SEGMENTED
I never, ever “blast” emails. ✓ Segmentation that works best for my readers is interest-based, localization, or where my reader is at in her buying cycle. ✓ If I don't know my reader interest, I survey them or look at what they open most frequently, or how they subscribed to me and from where they subscribed to me.



5 I “GOTCHA” IN MY OPENING LINE
I grabbed your attention and established relevancy right away. ✓ I spoke to your pain. ✓ I created a picture of your ideal solution or situation, “picture this” or “can you see yourself...” ✓ I asked a question. ✓ I shared an anecdote or quote. ✓ I shared a shocking statistic. ✓ I used sensory details to paint a picture. ✓ I created suspense



6 I WROTE TO ONE PERSON
My email copy is exceptional because I write to one person. ✓ I used the word “you” to make it personal. ✓ I know my Ideal Customer Avatar, buyer persona, or target audience and I wrote to that one person. ✓ If I don't have an avatar, I'm creating one now.



7 MY CALL TO ACTION WAS CRYSTAL CLEAR
I have one call-to-action per email. ✓ I answered why I need you to act now ✓ I shared why this a great fit for you ✓ I made it easy by only asking one-call-to-action in at least three places with both buttons and text copy links ✓ Sign Up Now ✓ Join ✓ Donate Register ✓ Learn More ✓ Get Started ✓ Share This ✓ Watch Video ✓ Save Now



8 THIS EMAIL IS ALL ABOUT MY READER
The number one secret to my amazing emails is that my email is all about you, my reader! ✓ The most interesting word in my email is “you.” ✓ I made it clear why is this email for you specifically; how I understand you, your experience, and your pain. ✓ What you will get, or experience if you answer my call to action—what you will look like “after” ✓ How the story I'm telling relates to you.



got questions? just ask Mandy

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