Unleash Your Email Awesomeness!

Activity 2: Are You Sending the “Right” Emails?

Activity 2: Are You Sending the "Right" Emails?

Overview

In "Unleash Your Email Awesomeness" Lesson 2, we looked at the three separate types of emails you should be sending out to the people on your mailing list, to boost their interest and engagement with your messages:

- relationship emails
- sales emails
- transaction emails.

Each of these email types plays a key role in developing a stronger relationship with the people on your list, presenting them with opportunities to make a purchase or book an appointment, and then following up with whatever actions they take to

Now let's look at the emails YOU have been sending to your audience lately and see if we can identify some simply ways to improve your results – by using these three email types more strategically.

I. Look at what you're sending

Look at the last 1-3 emails you sent out to your audience, then answer the following:

1. Were the emails single purpose (with only one main call to action) or multi-purpose (with multiple calls to action leading to different destinations)?

Date sent	Subject line	Single or multi?

2. What was the purpose of each email?

    - To cultivate a deeper relationship with your audience

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- To present them with an opportunity to buy something or book an appointment
- To follow up with them after a specific action they took
- More than one purpose? List them all.

Date sent	Subject line	Purpose(s)?

3. Did you send any emails that had no call to action at all?

NOTE: It's a good idea to include a call to action in every email. Always give people an opportunity to take their relationship with you one step further – by checking out another article, or a related product, or connecting with you on one of your social media channels. Give them a chance to keep the conversation going, if they wish.

II. Identify opportunities for improvement

4. If any of the emails you sent out were multipurpose emails (such as a newsletter with multiple links), identify how you could split it into two or more single-purpose emails instead.

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5. If any of your emails did NOT include a call to action, think of an action you could ask people to take that would complement the content of the email.

   (E.g., if you included your entire article or blog post in the body of the email, your call to action could be to read a related article or share your thoughts about the article on Facebook, along with a link that made it easy for them to do so.)

6. Looking back over the past 7-8 emails you've sent out to your audience, how many have been focused purely on relationship building vs. sales?

Try to send AT LEAST 2-3 relationship-focused emails (more is better) for every sales email. People are far more likely to buy from you if they feel like they know and trust you.

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4. What kind of transaction emails do you send out? (E.g., subscription confirmation emails, event confirmation emails, purchase confirmation emails.) Are you using them to their maximum potential?

5. Identify opportunities to add more personality to your transaction emails. Be sure to specify some calls to action that you could add to these emails to encourage people to check out some other content of yours or to engage with you in some other way.

You'll get better results if you send short emails with a single call to action several times a month than one big email with many competing calls to action only once a month.

III. Take it further

Look at your email schedule for the next two months and identify at least 5 different emails to send out during that time, such as:

- 3 relationship emails
- 1 sales email

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- 1 transaction follow-up to the sales email

The relationship emails should give people useful and engaging information that helps them in some clear and obvious way, while showcasing your personality and expertise. Ideally, they should focus on a topic that's in some way related to the product you're going to introduce in the sales email.

The sales email should present them with an attractive opportunity to buy something from you or schedule an appointment or consultation with you. If you'd like, you could follow this sales email with another "reminder" or "last chance" email, giving them one more opportunity to act on your offer. (NOTE: if you don't have anything to sell, perhaps you could use this email to encourage people to download a free gift or sign up for a free webinar or video class instead.)

The transaction email should go out ONLY to people to acted on the offer in your sales email. Depending on what your offer is, your transaction email could confirm their purchase and provide them with some valuable free information that will help them get better use out of their product. Or it could follow up with them to see if they're enjoying the product or have any questions about it, then could invite them to join your Facebook community or follow you on Instagram.

Once you have identified the emails you'd like to send, move onto Lesson 3 to discover how to write emails that do a great job of inspiring more people to TAKE ACTION!

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