

Write Emails People Actually Read

email marketing done right

with Val Geisler



You're in the right place if...

- You have an email list you're actively building for your business.
- You feel completely overwhelmed by the idea of building an email list.
- You have no idea what you'd even email people if you had a list.
- You've sent emails to your list with lackluster results.

the past is the past!

It doesn't matter how you've approached email marketing in the past.

In the next hour you'll get the tools you need to create powerful emails from here on out!

Hi, Hey, Hello



Val Geisler

- Email marketing conversion copywriter + strategist
- Worked in-house as the #1 marketer at the email marketing software, ConvertKit
- Email onboarding tear downs
- Obsessed with churn reduction through email
- Mama to 2 little girls
- Tech lady!

Here's What You'll Learn By Hanging Around

- The zero effort way to create email content
- What kind of subject lines you should actually use
- How to style your emails so they are read
- WTF to actually email people
- How to avoid the dreaded spam folder

Make sure you stay right to the end

I have never-before released email swipe copy for ya!

A Bit About My Story

ran a freelance business for 6 years

was asked to head up email and content at ConvertKit

learned more than I ever thought possible about all sides of email marketing

now help growing SaaS companies powerfully onboard and retain their customers via email

worked with brands like AccessAlly, Pick, Beacon, Podia, Acuity Scheduling, Wistia and more



Here's what I know for sure

There's no one right answer for email marketing. What works for one business might not work for yours.

Testing is everything. No more set it and forget it.

You can be an email pro!

Zero Effort Content Creation



If you're selling SaaS, then you're selling a commodity. 📧

Onboarding Emails x

Onboarding Emails/Groove x



Alex at Groove alex@groovehq.com via dripemail2.com

to me ▾

9/7/17



Share this email



If you're selling SaaS, then you're selling a commodity.

While that may not have been true ten years ago, today, it increasingly is.

Sure, there are exceptions; but they are few and far between.

For the overwhelming majority of us: if your product isn't already a commodity, it will become one in the next few years.

Today, I'm going to discuss why I believe that to be true, and what you can do about it.

The post is here: [If you're selling SaaS, then you're selling a commodity.](#)

Enjoy!

Cheers,
Alex
CEO, Groove

P.S. If you like the post, [here's a handy pre-populated Tweet](#) to help you share it :)

Cheers,
Alex
CEO, Groove



Taco from Trello <taco@trello.com> [Unsubscribe](#)
to me

7/26/17 [Share this email](#)



Make all the pieces come together.

[View this email in your browser.](#)



Connect The Dots

Tips for filling in the gaps so everything comes together.



Top Remote Work Challenges

Solutions for the 6 most common work-from-home problems.

[Embrace Remote](#)

Reduce, Reuse, Recycle



It's all about using the content you already have and sharing it with your audience via email.

Don't have content? No problem!

5 Content Marketing Power Laws

Inbox x



Jimmy from Swipe File swipefile@jimmydaly.com via ckm4.com
to me

Jan 26 ☆ Share this email



Hey Everyone,

Hope you're having a great week. Here are a few things I've been reading, writing and pondering lately. Enjoy!

1. 5 Content Marketing Power Laws

Here's my latest post for the Animalz blog on the content marketing power laws I live by.

If you double the side of a square, you increase the area by a factor of four. If you double the side of a cube, you increase the volume by a factor of eight. Small change, big impact. That's a power law and it's the kind of guiding principle we rely on to help us prioritize the time we spend working on content.

There are plenty of ways to make incremental progress, but that's not what we're looking for. We're looking for small changes and big impact. Here are the five content marketing power laws we live by and recommend to all of our customers.

2. Design for the Novice, Configure for the Pro

How Product Hunt made their first dollar  Inbox x



Hiten Shah [Unsubscribe](#)
to me 

Feb 5  [Share this email](#)



The Weekly Habit from ProductHabits.com

Hiten's Pick

[What's Next for Nest at Google?](#)

Nest is one of the most successful smart hardware companies around. When they first took boring thermostats and turned them into beautifully designed, high-powered hardware, they were poised to dominate an emerging market of smart home technology for years to come.

But, things changed after taking part in two of the most difficult acquisitions in tech history—one where Google acquired them, and another shortly after when they acquired Dropcam.

I did some research on Nest's journey pre- and post-acquisitions—[here's my breakdown of how the company has evolved over the past seven years](#), where they can go next, and what key lessons you can take away from them.

Business

[How We Made Our First Dollar at Product Hunt](#)

Some startups choose to make money from day one, while others prioritize user growth in the beginning. Since Product Hunt's founding, the team has focused on growing their community—and they've done it better than most companies ever could. Founder Ryan Hoover shares his thoughts on Product Hunt's growth thus far, and how the company is finally focusing on revenue with the aim of [reaching profitability in 2018](#).

[What Exactly Does "Great Execution" Mean for Startups?](#)

Subject Lines = Open Rates

Industry	Open	Click	Soft Bounce	Hard Bounce	Abuse	Unsub
Restaurant	24.0%	1.6%	0.4%	0.3%	0.0%	0.3%
Health and Fitness	23.4%	3.1%	0.5%	0.5%	0.0%	0.4%
Manufacturing	23.4%	2.7%	1.6%	1.1%	0.0%	0.4%
Other	23.4%	3.1%	0.9%	0.7%	0.0%	0.3%
Creative Services/Agency	23.3%	3.0%	1.2%	1.0%	0.0%	0.4%
Medical, Dental, and Healthcare	23.1%	2.7%	0.8%	0.8%	0.1%	0.3%
Music and Musicians	23.0%	2.9%	0.7%	0.5%	0.0%	0.3%
Media and Publishing	22.8%	4.8%	0.3%	0.2%	0.0%	0.1%
Politics	22.8%	2.3%	0.5%	0.5%	0.0%	0.2%
Education and Training	22.7%	3.0%	0.6%	0.6%	0.0%	0.2%

Spend time on the subject line

Are You Looking for a Better Way to Run Webinars?



Inbox x



Chris Brogan nl@bteam.co via infusionmail.com

8/23/16



to me

Emma from CoSchedule

here's your recording (+ a little bonus) - Whether you "ghosted" on us for the action-packed w

Amy at Freckle

Onboarding Emails

How will you bring your company to the next level? - Hey, Val... does this sc

Amy at Freckle

Onboarding Emails

Are your time tracking habits hurting your business? - Hey there, Val... We've

Thomas at Freckle

Onboarding Emails

Are you guilty of guesstimating? - Hey there, Val! Are you guilty of guesstim

Am I the only one with a bunch of questions?



Inbox x



Brian Dean briandean@backlinko.com via aweber.com

Jul 26



to me

Hey,

So I just opened enrollment to my new online course, First Page Videos. As expected, people had questions.

So here's what I'm going to do:

Spend time on the subject line

Subject Line	Open Rate
1. I was right - and that's not good for you	69%
2. 13 email marketing trends you must know	64%
3. Before you write another blog post, read this	61%
4. Are we still on for 12?	61%
5. You don't want FOMO do you?	60%
6. We're starting in 5 HOURS	59%
7. Missed you, how's Thursday?	59%
8. How 35 influencers grew their sites from 0-10K visitors	57%
9. It's time to rethink Black Friday	57%
10. How to Google-proof your mobile site in 2017	53%

Generate it!


<https://kopywritingkourse.com/subject-line-generator-formula/>

<https://coschedule.com/headline-analyzer>

Email Styling Tips



Text Based Emails Make Inboxes Happy

How Was Your Float Demo? 

Onboarding Emails x

Onboarding Emails/Float x



Rebecca from Float rebecca@floatapp.com via dripemail2.com

12/4/17 ☆

to me ▾

Hello,

I'm touching base about the demo video I sent through a couple of days ago. I wanted to find out how it went and find out if you have any questions for me.

Please feel free to reply to this email if you have any questions about the product, what it can do, or to find out if we have a feature you are looking for on our roadmap. We love hearing from customers (both current and future), and our product development is based mainly on feedback from people like yourself.

I look forward to hearing from you!

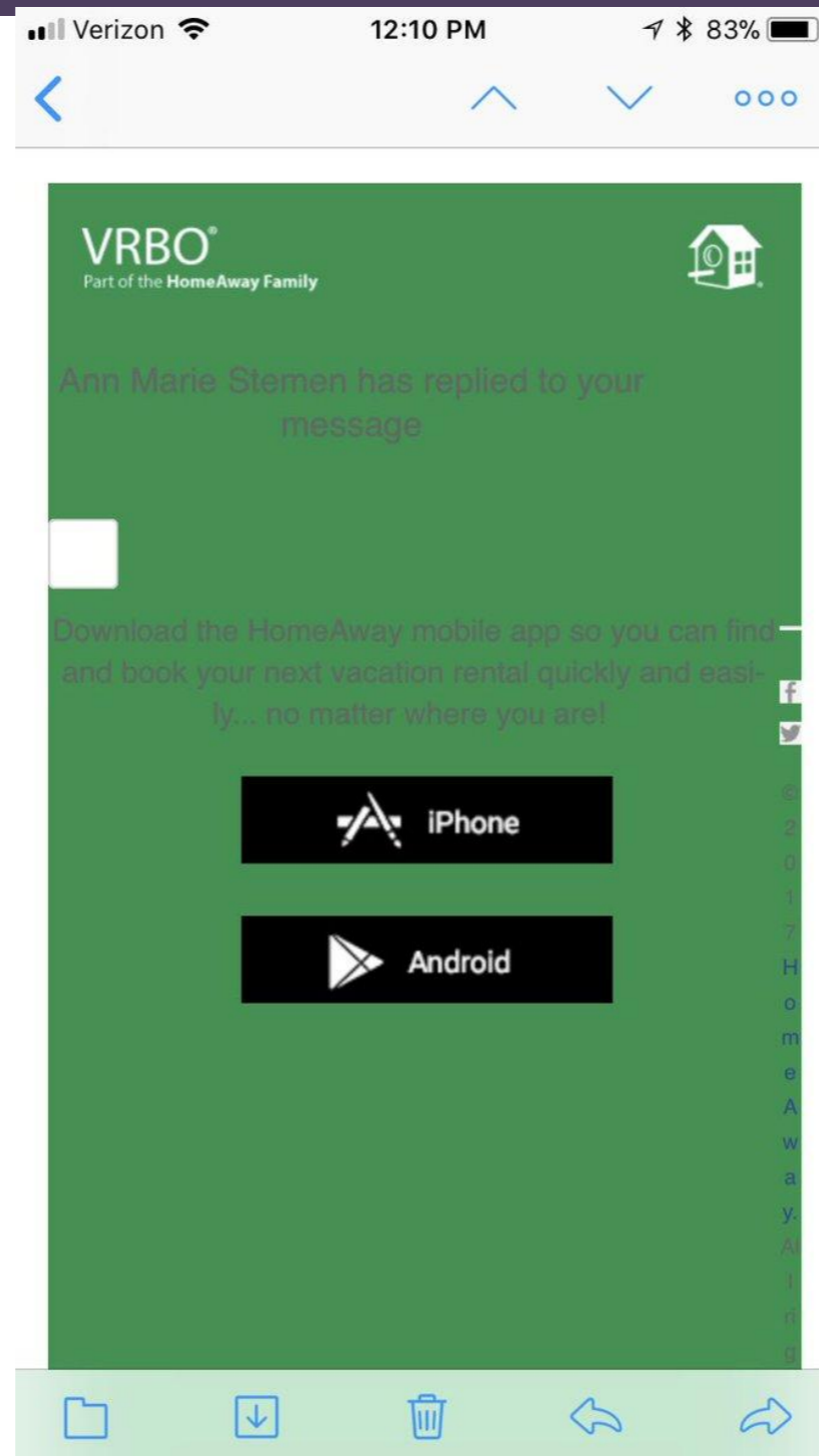
All the best,
Rebecca from Float

PS - If you want to **try out Float free for 30 days**, all you have to do is [sign up here](#) and connect your accounting package. We don't ask for any card details up front so there is no automatic billing at the end of your trial. Our superb customer support will be happy to help you get up and running if you hit any blockers!

To make sure you keep getting these emails, please add rebecca@floatapp.com to your address book or whitelist us. Want out of the loop? [Unsubscribe](#).

Our postal address: Float Ltd, [3 Lady Lawson St, Edinburgh EH11 1PQ](#)

Remember Mobile



Avoiding the SPAM trap



Avoiding the SPAM trap


- Email formatting and HTML
- Your IP address
- The address in your “From” header
- Your opt-out/unsubscribe options
- Affiliate marketing links


Avoiding the SPAM trap

Be useful.

Get personal.

Limit distractions.

It's here: 3x your test drive for Deadline Funnel  Onboarding Emails x

 **Jack at Deadline Funnel** help@deadlinefunnel.com via s3.csa1.acemsc4.com Feb 8 ☆ [Share this email](#)
to me ▾

If you've never tried Deadline Funnel... but you've been thinking about it... **you're going to love this.**

For a very limited time we're giving you 3x the test drive for Deadline Funnel!

[Click here to test drive Deadline Funnel and get a 42 day test drive.](#)

Normally we offer a 14 day test drive.

But to celebrate my non-existent Leap Year birthday (Feb 29) we're tripling it.

Deadline Funnel is used by Frank Kern, Andre Chaperon, Todd Brown, Jon Benson, David Siteman Garland, Perry Marshall, Ryan Lee, James Schramko, Jonathan Mizel, James Wedmore, Navid Moazzez, Melyssa Griffin, Neil Patel and thousands of smart entrepreneurs..

[Click here to grab the Triple the Test Drive deal.](#)

It'll be gone fast.

Sincerely,

Jack Born
Founder of Deadline Funnel

PS - If you already are a Deadline Funnel client then just know that you probably received this email because you signed up under a different email address and you'll soon be getting an email from us with a different kind of offer - one that's more relevant for **you**.

PPS - Waiting for you inside your loooonger test drive is a brand new series of training emails which covers:

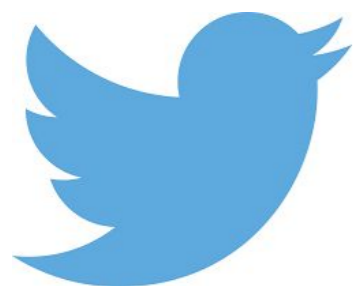
Avoiding the SPAM trap



Put it to work!

Email is all about testing - which two things are you taking away from today for your own email marketing?

Tell me what you learned -
@lovevalgeisler + @hiretechladies



No matter what, please remember...

This is NOT just theory

This is exactly what I do every day with my clients

And they are exactly the same principles if you
run a service or product based business

Now, whatever brought you to this webinar today....

maybe you want to get better at writing emails

maybe you've meant to start an email list but
you didn't know what to send them

or maybe you know the value of email
marketing and wanted to pick up some new
tips...

I want to make sure you
walk away with this:

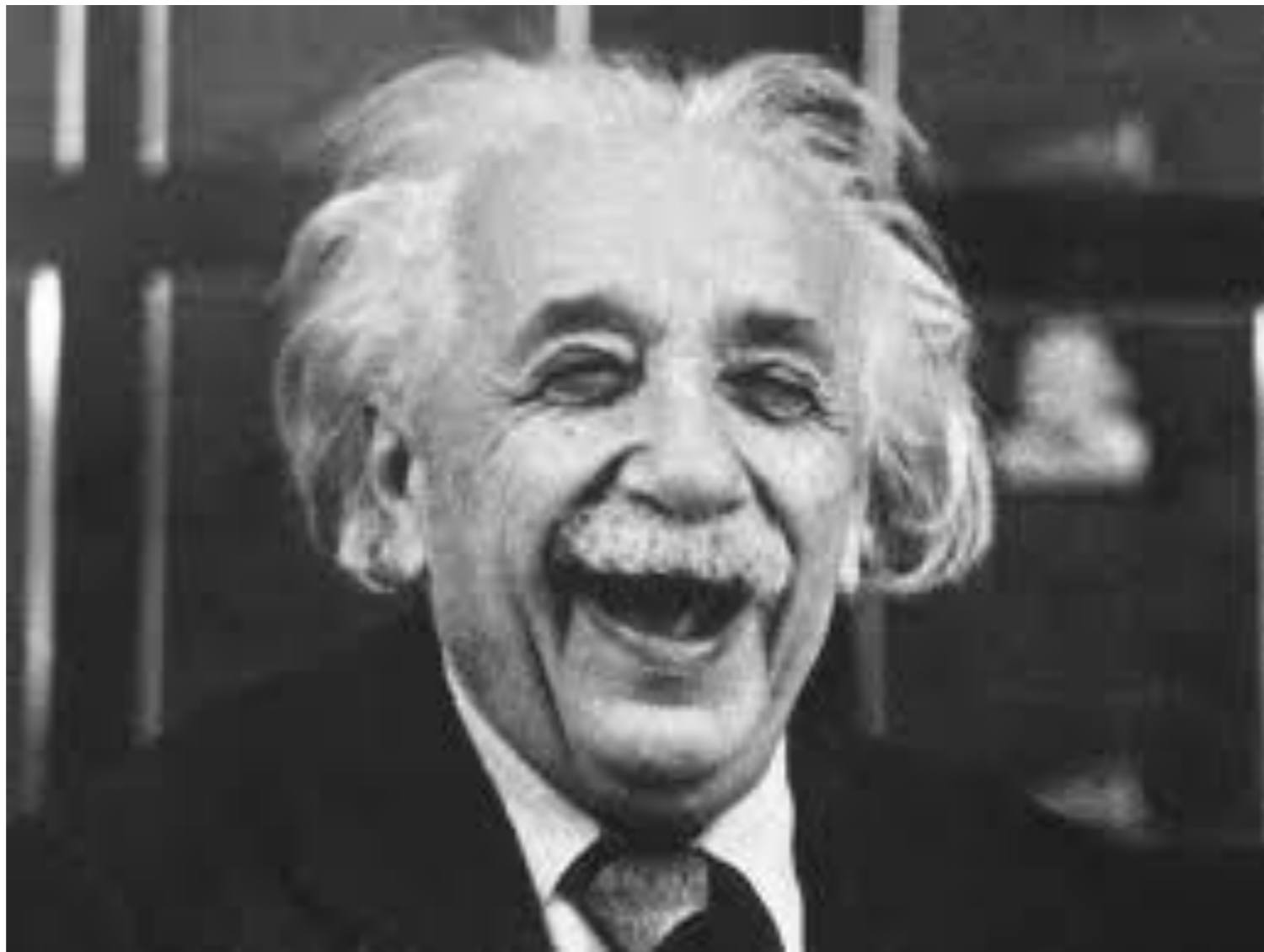
Creating regular email marketing for your
business is so doable

Building and connecting with email lists has
revolutionized my client's businesses

I'm here to help you do it for yourself, right now

Einstein said...

“Everything in life should be as simple as possible, but not simpler.”



Questions?

VAL
geisler

heygirl@valgeisler.com

valgeisler.com/techladies

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