

Write Emails People Actually Read

email marketing done right



This workbook is built for you if...

- You send emails to an existing list for your brand.
- You feel completely overwhelmed by the idea of segmenting your list.
- You aren't sure what kinds of emails to send besides links to your latest blog posts.
- You don't want to “over-email” your list.



Hi, Hey, Hello



A little bit about me:

- I'm an email marketing conversion copywriter + strategist
- I've worked with brands like AccessAlly, Pick, Beacon, Podia, Egghead, Freckle, Deadline Funnel and more to build their email strategies
- I write regular email onboarding tear downs on my blog
- I'm pretty obsessed with churn reduction through email
- GIFs are my love language

Here's What You'll Learn In These Pages

- A framework for your email marketing
- What kind of subject lines you should actually use
- How to style your emails so they are read
- How to avoid the dreaded spam folder



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!



Let me introduce you to The Dinner Party Strategy



To start, take a look at these onboarding sequences.
See if anything stands out to you.

<input type="checkbox"/>				The Calendly Team	Your Calendly Pro trial is ending soon - Just a quick reminder that your Pro trial is almost over. If you	Jan 18
<input type="checkbox"/>				The Calendly Team	Do you need help connecting your calendar? - Hi there, We noticed you haven't connected a calend	Jan 10
<input type="checkbox"/>				The Calendly Team	Welcome to Calendly - Hi Val, Thanks for signing up for Calendly. You can now say goodbye to email	Jan 9
<input type="checkbox"/>				Harvest	Your trial expires in 15 days! - Hi Val, Since you're halfway through your trial we wanted to check in to see how	10/10/17
<input type="checkbox"/>				Harvest	Harvest account check-in - Hi Val, It's been a week since you created your Harvest trial. We just wanted to ch	10/2/17
<input type="checkbox"/>				Harvest	Join us on the next Getting Started with Harvest webinar! - Let's Get Started. Hi Val! Join us to learn the ins ar	9/28/17
<input type="checkbox"/>				Harvest	Welcome to Harvest, Val! - Welcome to Harvest, Val! You're on your way to discovering simple time tracking a	9/25/17

<input type="checkbox"/>				The DeepDyve Team	Happy with your DeepDyve experience? - DeepDyve Hi Val, We want to make sure you get the most out of your DeepDyve experie	Feb 6
<input type="checkbox"/>				The DeepDyve Team	Hi Val, Welcome to DeepDyve! - DeepDyve Hi Val, Welcome to DeepDyve! Now you have immediate access to over 12 million res	Jan 25

<input type="checkbox"/>				Laurent Perrier	What could we have done better? - Hey there, I noticed your Simple Invoices trial recently expired and you haven't upgraded	Feb 24
<input type="checkbox"/>				Simple Invoices	Your free trial is almost over - Hey there, It's already been over a week since you signed up for Simple Invoices and your trial	Feb 19
<input type="checkbox"/>				Laurent from Simple Invo.	You haven't been back in a few days... - Hey there, You haven't been back to Simple Invoices since you signed up for a free 1	Feb 14
<input type="checkbox"/>				Laurent Perrier	You're in! Plus, a quick question... - Hey there, I'm Laurent, the founder of Simple Invoices. I really appreciate you joining us,	Feb 9

<input type="checkbox"/> ☆ » ⌚	The Calendly Team	Your Calendly Pro trial is ending soon - Just a quick reminder that your Pro trial is almost over. If you	Jan 18
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<input type="checkbox"/> ☆ » ⌚	Harvest	Harvest account check-in - Hi Val, It's been a week since you created your Harvest trial. We just wanted to ch	10/2/17
<input type="checkbox"/> ☆ » ⌚	Harvest	Join us on the next Getting Started with Harvest webinar! - Let's Get Started. Hi Val! Join us to learn the ins ar	9/28/17
<input type="checkbox"/> ☆ » ⌚	Harvest	Welcome to Harvest, Val! - Welcome to Harvest, Val! You're on your way to discovering simple time tracking a	9/25/17

They're all the bare minimum. (If that, tbh.)

A welcome, a check in halfway through the trial, and a notice that the trial is ending. Not exactly the most compelling way to start a new relationship with your brand new customers.

<input type="checkbox"/> ☆ » ⌚	The DeepDyve Team	Happy with your DeepDyve experience? - DeepDyve Hi Val, We want to make sure you get the most out of your DeepDyve experie	Feb 6
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<input type="checkbox"/> ☆ » ⌚	Laurent Perrier	You're in! Plus, a quick question... - Hey there, I'm Laurent, the founder of Simple Invoices. I really appreciate you joining us,	Feb 9

Why not plan a party instead?

To get ready for you dinner party, you'll need:

- | | |
|-----------------------|-----------------------|
| 1. Welcome | 4. Side Dishes |
| 2. Appetizers | 5. Dessert |
| 3. Main Course | 6. Invite Back |



1. A Warm Welcome

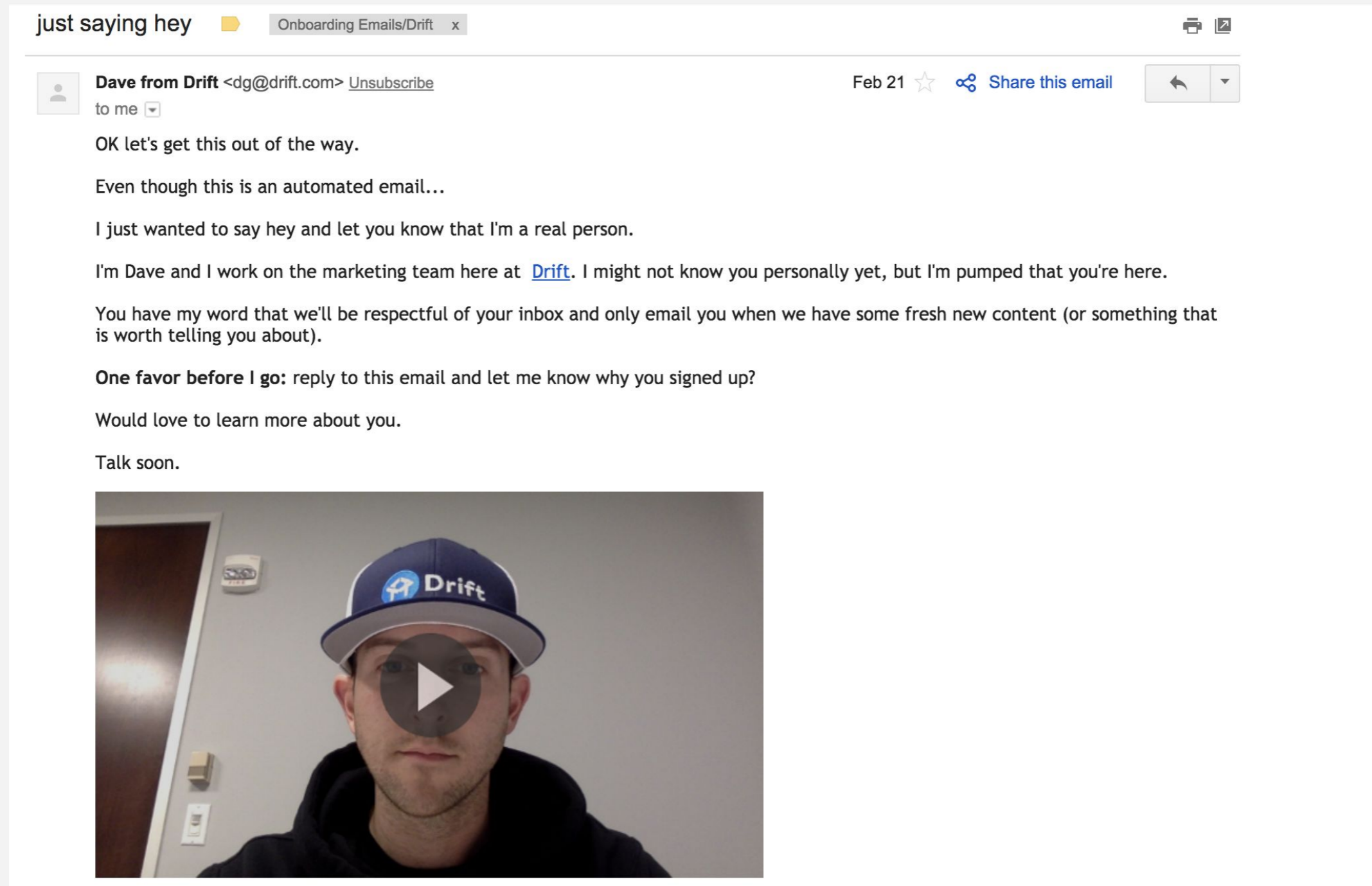
You wouldn't greet someone at your house by turning your back to them, letting them fumble with their bags and shoes while trying to figure out where to put their coat, and you certainly wouldn't start shoving the main course in their face before they've even walked in the door.

A dinner party requires a warm welcome, a friendly greeting, and lots of pacing. This email is the beginning of a beautiful relationship... so treat it like one.

Say hi, make sure they feel welcome and comfortable, and get to know them. You can stuff their face with pot roast, er, your product, later.

Check out the sample warm welcome from Dave at Drift on the next page —>

Sample Warm Welcome



2. Appetizers = Value

Now that your guests are nice and cozy, you start bringing the value. In a dinner party value looks like appetizers, drinks, snacks. (Who doesn't love snacks?!)

In an onboarding sequence, value is giving your new customers what they need, not your product. Remember, your customers (should) have other touchpoints, like in-app messaging, so you can stick to delivering value and hit them with product features later.

If you must talk features, do it from a value-based perspective. What benefit will the customer get from using this feature? Make it about them and their goals.

Like this sample value email from Better Proposals —>

Sample Value Email

Re: Setting up your template

Hi Val,

Getting your first proposal sent with Better Proposals isn't difficult but it's still the trickiest bit. We're here to help. If the Template Marketplace has anything in there that works for your business then great. If not, you'll want to use your existing proposal template and create your own.

Here's how.

Copying in a template:

This might seem daunting but the templates in our marketplace are created with the exact same features you have access to. We've done nothing special. If you're stuck, just reply to this email and we'll help and give you some direction. The short version is this:

- Click templates in Better Proposals and then 'Create new template'
- Add a new page for each main section in your proposal.
- Copy the text one page at a time into the relevant section
- Make it pretty by highlighting text and selecting different headings.
- Experiment by adding new things to the pages like Feature Blocks and Pricing Tables

As always, just reply if you're stuck and one of the team will give you a hand immediately

Adam

CEO

Create a New Template



Adam from Better Proposals

[Unsubscribe from our emails](#)

3. Main Course = Your Product

This is the moment you've been waiting for... you get to talk about your product!

At your dinner party it's finally time to serve the main course and in your onboarding sequence that means this email is dedicated to the product.

But think about that dinner. Let's say you're serving pot roast as the main course. The conversation is going to be pretty boring if you focus on how long it took you to shop for that cut of beef, how much it cost you to buy, how your kids screamed in the car on the way home from the grocery store. Who. Cares.

If your conversation centers on what matters most to your guests (how the beef was grass-fed, you used a family recipe, it pairs well with the wine) your dinner party is going to build connection and engagement.

People will be talking. Like this email from PaySimple —>

Sample Product Email



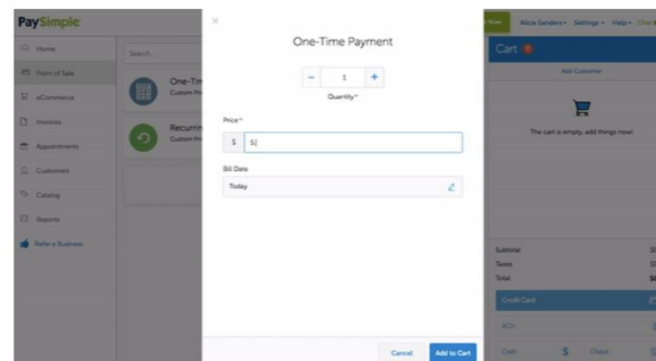
Collect All Payment Types from Anywhere

Run a Transaction

Hi Val,

Want to accept all payment types in person, over the phone and on your mobile device? Navigate to **Point of Sale**. With secure data storage, you can access customer payment information for fast and easy checkout.

In **just 2 minutes**, you can [see how simple it is](#) to run a one-time transaction or set up a recurring payment schedule.



Log In to Free Trial

All the Ways to Accept Payments

[Get the Guide](#)

4. Side Dish = More Value

A main course alone doesn't make for a good dinner party.

And product-focused emails alone (no matter how value-based) don't make for good onboarding.

Your new customers are trying to learn a new skill, show off to their boss, feel confident and competent, and they feel pretty alone in doing all of this.

But you can change that!

Delivering value again (aka teach what you know) is the best way to keep the connection going between those new customers and your brand. Teach them something and you'll be friends forever.

CoSchedule sent a very long email detailing the free course they built for their new customers —>

Sample Value Email

Plan your strategy. Execute it efficiently.

Hey Val!

It's true.

Marketers who document their strategy are **538% more likely to report success** than those who don't.

So if you want that kind of success for yourself, [check out this comprehensive micro-site](#). You'll create your very own strategy with [editable templates](#) + [actionable advice](#).

^^ It's 10 short chapters long. And if you just cruise through two a day...

...**you'll end next week with a complete marketing strategy.**

(The US marketers can cope with a little bonus project over Thanksgiving, am I right?)

Too good to be true?

Well... no.

Because **this is the best tool** freely available on the internet to help you do this. And do it right.

With zero fluff. Zero BS. Zero advice that isn't backed by fact.

Bold, right?

[I personally wrote this marketing strategy guide to share everything I've learned in my career.](#)

^^ Check out the guide to learn not just the *why* but the *how* behind building your marketing strategy yourself.

I've held nothing back. There's no benefit to me to hide details from you. I want you to be as successful as possible by literally helping you implement a successful marketing strategy.

Now let me pose the question you're already asking yourself...

...why has no one else done this?

...why has no one else written a guide about marketing strategy that is better than [this one](#)?

Let me explain why this happens:

- Some companies have a vested interest in explaining what you need to do, but they'd like you to pay them to teach you how to do it. That content is everywhere. It's shallow. It just makes you feel worse because 100 more things are added to your must-read list while you can never find information to actually learn from. (That gives me anxiety just writing it down, btw.)
- Some companies are just after generating traffic from keywords, but the writers behind that content actually don't really know how to help you solve the problem. They actually *don't* know how to plan, implement, and execute a successful marketing strategy. Therefore, they can't teach you because they *literally* cannot teach you from their own experiences. This is where re-hashed garbage content comes from where you seem to read the same "me-too" content on every one of the first search results you see. Copy cats of trash.

^^ So then... what makes [this guide](#) different—aka way way better—than the other stuff you'll find online, in books, and beyond?

- I've read the blog posts, the articles, and the books. I've taken the courses. I've watched the videos. I've listened to the podcasts. I've learned, tested, iterated, and improved upon all of it. When you read [this guide](#), you'll **only learn what I know actually works**.
- This isn't your average blog post on marketing strategy... it's comprehensive (almost to a fault). My goal was to create the **only source you need to create everything for your marketing strategy** from setting goals to choosing projects to setting budget and finally executing the strategy.
- Learning is one thing. Putting what you learn into practice is another. **Plan your work, then work your plan** with free [PowerPoint deck](#) and [Excel spreadsheet templates](#) that lay out your agile roadmap you can execute quickly.

The [marketing strategy](#) you're about to learn has helped my team generate 434% more page views, 1,222% more email subscribers, and a whopping 9,360% more marketing-qualified leads.

A lot of that success has to do with marketing an exceptional product. And some of it has to do with creating a marketing strategy that connects with the right target audience.

^^ I'm sharing everything I know about marketing strategy. And I wish I had found a guide like this when I got started in marketing.

That's why I'm doing you the favor and giving it to you now.

Skeptical?

[Read the guide.](#)

Then let me know what you think.

And you might have this last question on your mind...

...why would he give me all of this for free when no one else has?

The answer: The more successful you are, the more successful I am. I'm a teacher by heart, and I *know* I just want to fill a big missing gap in freely available industry knowledge.

And who knows... maybe you'll want to use CoSchedule to execute your marketing strategy. :)

[So check out that guide now.](#)

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THE ULTIMATE GUIDE TO CREATE A
MARKETING STRATEGY THAT WILL SKYROCKET
YOUR RESULTS BY 9,360%

How To Create A Marketing Strategy That Will

Skyrocket Your Results By 9,360%



[HOME](#) GUIDE

CHAPTER 1:

How To Set SMART Marketing Goals

CHAPTER 2:

How To Track And Measure Your

Tasked with creating a marketing strategy?

It can be tough to even know where to begin.

Trust me. I've been there.

So I've read blog posts, articles, and books. I've taken courses. I've watched videos. I've listened to podcasts. I've learned, tested, iterated, and improved upon all of it.

And I'm sharing everything I've learned about marketing strategy in this ultimate, comprehensive guide.

5. Dessert = Bonus!

Think it's time to talk product again?

Not so fast.

Well, at least not in the context of what's in it for them.

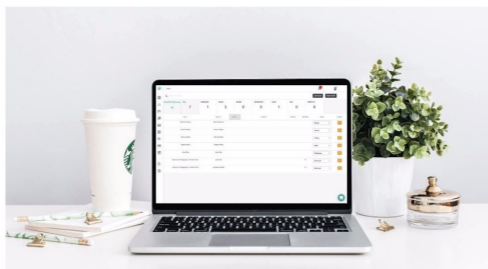
At this point in your dinner party/onboarding sequence things are starting to wrap up. Free trials are ending, guests are going home.

Get them to stick around a little longer with an enticing dessert!

An opportunity to score a free month by joining the affiliate program is totally sweet —>

Sample Bonus Email

Get a month of Dubsado...FREE!



Do you want a free month of Dubsado?

Actually, you can get 100 free months of Dubsado if you wanted to. Here is what you have to do: Shout from the rooftops that you love Dubsado. Kidding, you can do that if you want, but our referral program is pretty awesome too.

Every paid referral you send to Dubsado with your special code, you earn yourself a month free. The more people, the more months free you get! But you are not the only one that benefits, they get 20% off their first month. It is a win-win for all.

Interested in sharing the love and getting free Dubsado time? Login to Dubsado and visit [THIS PAGE](#) to grab your code!

DON'T FORGET!

[BOOK A FREE 1:1 CALL WITH US](#)

[SIGN UP FOR OUR WALKTHROUGH WEBINARS](#)

[JOIN OUR AMAZING FACEBOOK COMMUNITY](#)

[HELP IS CLOSE BY: DUBSADO HELP CENTER](#)



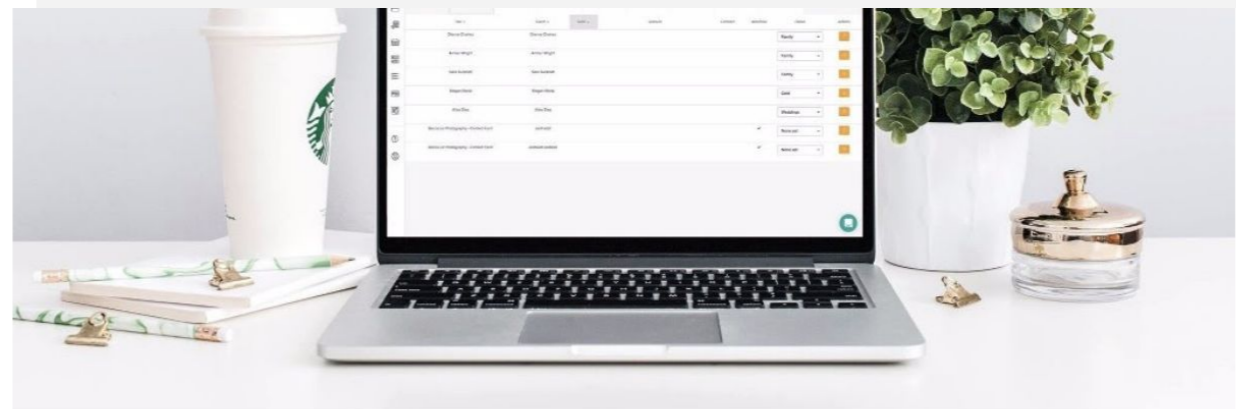
Happy Dubsado-ing!
Jake and Becca Berg
Creators of Dubsado

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Do you want a free month of Dubsado?

Actually, you can get 100 free months of Dubsado if you wanted to. Here is what you have to do: Shout from the rooftops that you love Dubsado. Kidding, you can do that if you want, but our referral program is pretty awesome too.

Every paid referral you send to Dubsado with your special code, you earn yourself a month free. The more people, the more months free you get! But you are not the only one that benefits, they get 20% off their first month. It is a win-win for all.

Interested in sharing the love and getting free Dubsado time? Login to Dubsado and visit [THIS PAGE](#) to grab your code!

6. Return Invite

The dishes are dirty, bellies are full, new friends have been made, and dessert plates have been cleared.

Now what?

A good party host invites their friends back. They plan the next gathering (assuming everyone had a good time, of course). And you can do that in your onboarding too.

When a trial ends sometimes that's just the beginning. You could offer to extend their trial, invite them to come back again, or get them to engage with you via email exchange about what worked and what didn't (there's gold in those replies, btw)

Check out the sample return invite from the team at Monday —>

Sample Return Invite

I want you back for good



Onboarding Emails/Monday x



Tom from monday.com tom@monday.com [via](#) s2.asa1.acemsd4.com
to me ▾

8:19 PM (1 hour ago)



Share this email



Hey there Val,

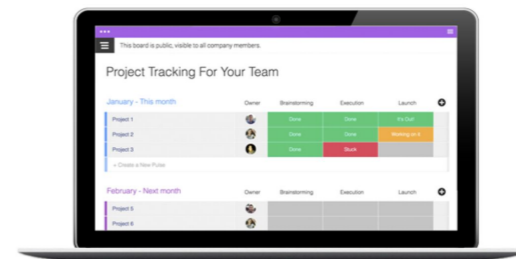
Your account has expired - but unlike most things in life, monday.com will happily give you that second chance to create the Big Picture for your team :)

[Click here to extend your trial for Free](#)

Hey there Val,

Your account has expired - but unlike most things in life, monday.com will happily give you that second chance to create the Big Picture for your team :)

[Click here to extend your trial for Free](#)



Cheers,
Tom



This email was sent to you regarding your monday.com account. You can [unsubscribe](#) from these emails.

Sent to: val@valgeisler.com

[Unsubscribe](#)

monday.com, Menachem Begin 52, 6578202 Tel Aviv, Israel

Of course, your emails have to be opened. So let's talk about subject lines and open rates.



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

to me ▾

8/23/16



Emma from CoSchedule

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

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

Spend time on the subject line

Notice anything about these subject lines?

Are You Looking for a Better Way to Run Webinars?



Inbox x



Emma from CoSchedule

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

Am I the only one with a bunch of questions?



Inbox x



Amy at Freckle

Onboarding Emails

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

Amy at Freckle

Onboarding Emails

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

Thomas at Freckle

Onboarding Emails

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

They're questions and/or use "you" or "your"

Spend time on the subject line

These subject lines were pulled from Sumo.com's **top subject lines of all time**. Take a peek at those open rates...

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!

Not sure if your subject line is gonna work?
You can generate it (with the generator formula link)
or analyze one you've already written (with the headline analyzer)

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

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

Avoiding the SPAM trap

Once you land your email in the inbox with an irresistible subject line, you've reached one of the most important parts: the actual email content.

Promo after promo after promo gets old, but if your emails regularly provide useful information, you'll earn a reputation with your readers – and that means more opens overall.

Putting a first name in a subject line is not the kind of *personal* you want to think about. Try writing an email to your list the same way you'd write an email to a friend – friendly, respectful, and never boring.

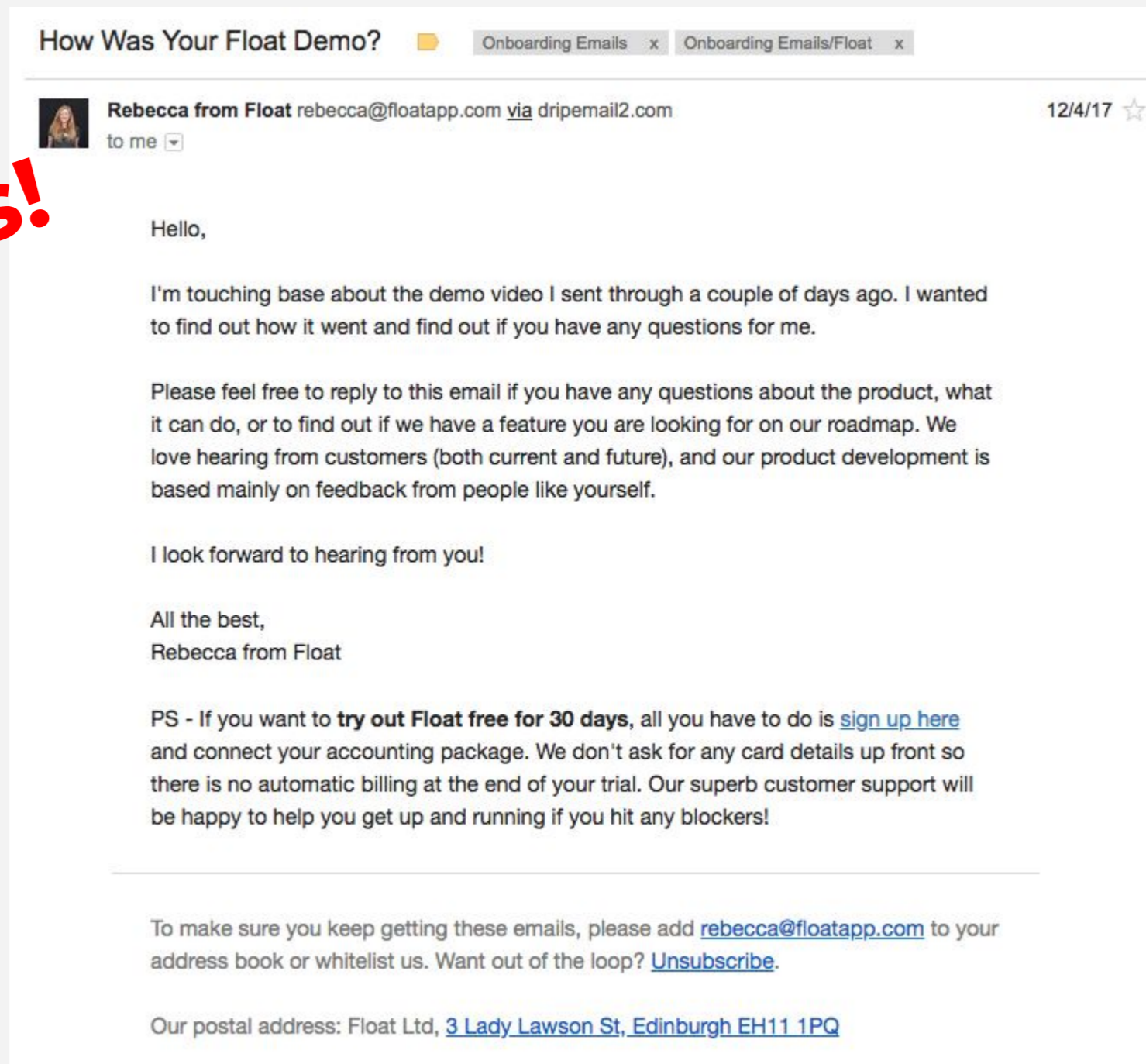
The world is full of distractions – your emails shouldn't be. A cluttered or confusing layout can get in the way of your message, and might not display properly on mobile. Take a look at your email in different forms before you send, and make sure it's easy to read!

Email Styling Tips

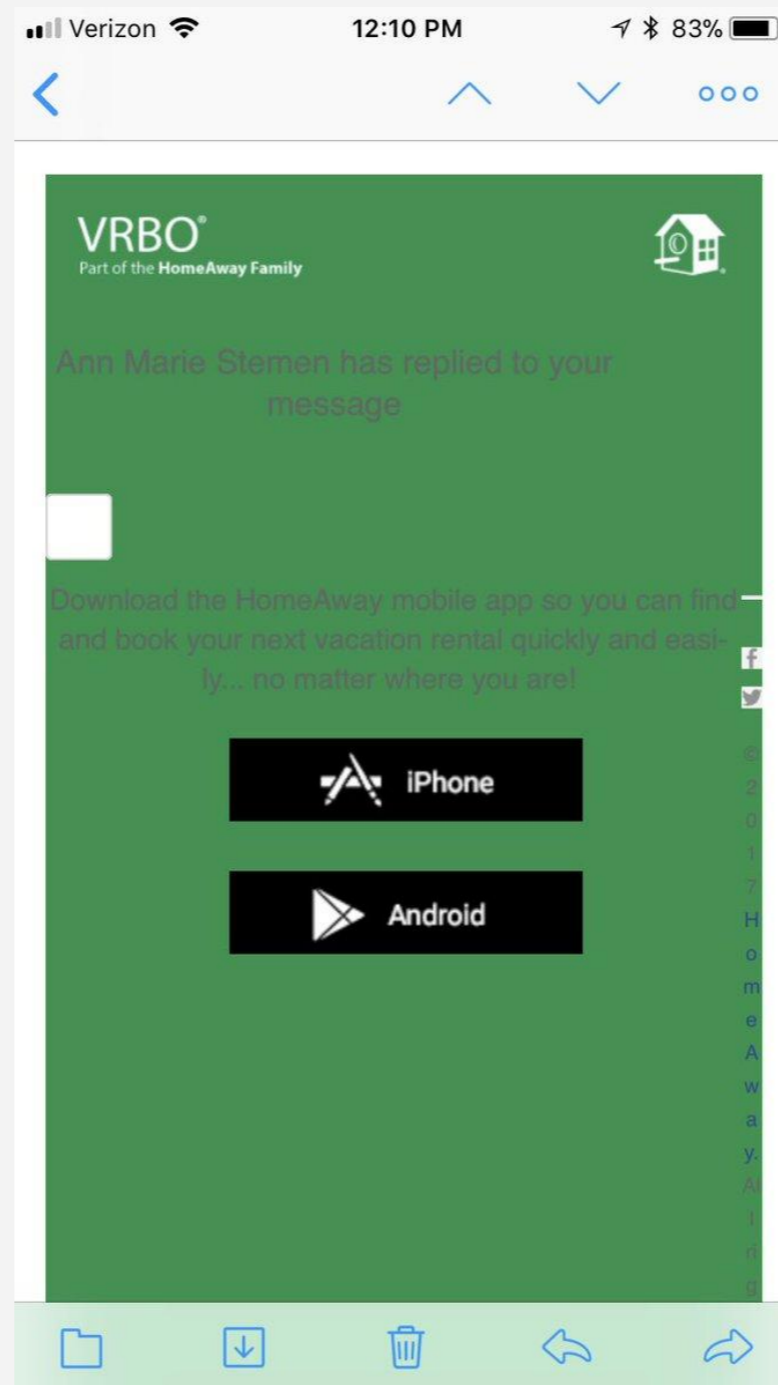


Text Based Emails Make Inboxes Happy

Like this!



Remember Mobile



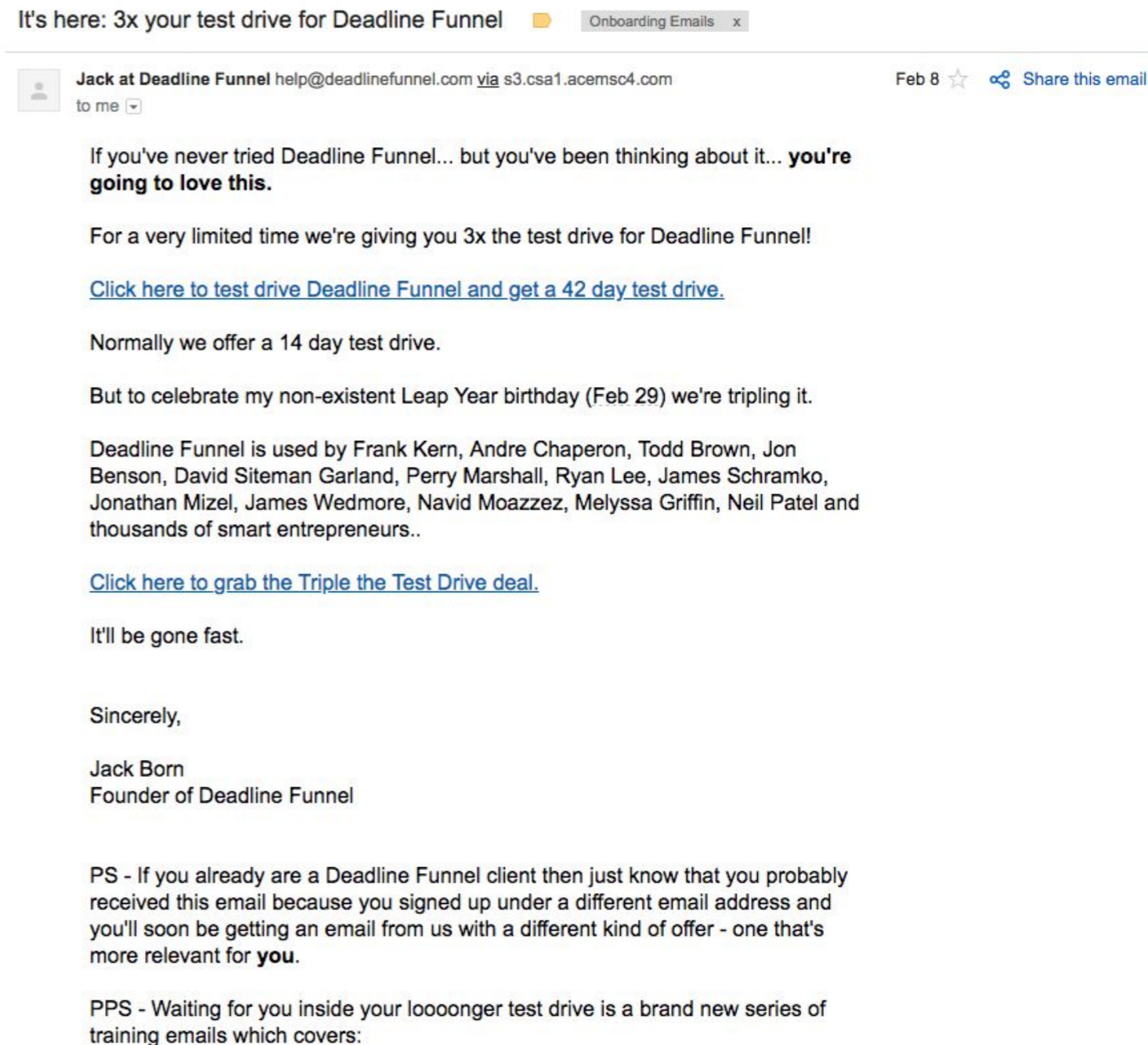
Yikes! 

Above all else

Be useful.

Get personal.

Limit distractions.



Put it to work!

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

Find me on Twitter and tell me what you learned - @lovevalgeisler



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** you can use on any type of business (not just SaaS)

Now, whatever got you to read this today....

maybe you wanted to get better at writing emails

maybe you didn't know how to approach emailing regularly

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



Questions?

VAL
geisler

val[@valgeisler.com](mailto:val@valgeisler.com)
valgeisler.com

