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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Sender</th>
<th>Subject</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 18</td>
<td>The Calendly Team</td>
<td>Your Calendly Pro trial is ending soon</td>
<td>Just a quick reminder that your Pro trial is almost over. If you</td>
</tr>
<tr>
<td>Jan 10</td>
<td>The Calendly Team</td>
<td>Do you need help connecting your calendar?</td>
<td>Hi there, We noticed you haven’t connected a calendar.</td>
</tr>
<tr>
<td>Jan 9</td>
<td>The Calendly Team</td>
<td>Welcome to Calendly - Hi Val, Thanks for signing up for Calendly.</td>
<td>You can now say goodbye to email.</td>
</tr>
<tr>
<td>10/10/17</td>
<td>Harvest</td>
<td>Your trial expires in 15 days!</td>
<td>Hi Val, Since you’re halfway through your trial we wanted to check in to see how</td>
</tr>
<tr>
<td>10/2/17</td>
<td>Harvest</td>
<td>Harvest account check-in</td>
<td>Hi Val, It’s been a week since you created your Harvest trial. We just wanted to check in</td>
</tr>
<tr>
<td>9/28/17</td>
<td>Harvest</td>
<td>Join us on the next Getting Started with Harvest webinar!</td>
<td>Let’s Get Started. Hi Val! Join us to learn the ins and outs of Harvest.</td>
</tr>
<tr>
<td>9/25/17</td>
<td>Harvest</td>
<td>Welcome to Harvest, Val!</td>
<td>Welcome to Harvest, Val! You’re on your way to discovering simple time tracking now.</td>
</tr>
<tr>
<td>Feb 6</td>
<td>The DeepDyve Team</td>
<td>Happy with your DeepDyve experience?</td>
<td>DeepDyve Hi Val, We want to make sure you get the most out of your DeepDyve experience.</td>
</tr>
<tr>
<td>Jan 25</td>
<td>The DeepDyve Team</td>
<td>Hi Val, Welcome to DeepDyve!</td>
<td>DeepDyve Hi Val, Welcome to DeepDyve! Now you have immediate access to over 12 million resources.</td>
</tr>
<tr>
<td>Feb 24</td>
<td>Laurent Perrier</td>
<td>What could we have done better?</td>
<td>Hey there, I noticed your Simple Invoices trial recently expired and you haven’t upgraded.</td>
</tr>
<tr>
<td>Feb 19</td>
<td>Simple Invoices</td>
<td>Your free trial is almost over</td>
<td>Hey there, It’s already been over a week since you signed up for Simple Invoices and your trial.</td>
</tr>
<tr>
<td>Feb 14</td>
<td>Laurent from Simple Invo.</td>
<td>You haven’t been back in a few days...</td>
<td>Hey there, You haven’t been back to Simple Invoices since you signed up for a free trial.</td>
</tr>
<tr>
<td>Feb 9</td>
<td>Laurent Perrier</td>
<td>You’re in! Plus, a quick question...</td>
<td>Hey there, I’m Laurent, the founder of Simple Invoices. I really appreciate you joining us.</td>
</tr>
</tbody>
</table>
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.
Why not plan a party instead?

To get ready for your dinner party, you’ll need:

1. Welcome
2. Appetizers
3. Main Course
4. Side Dishes
5. Dessert
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 —>
OK let’s get this out of the way.

Even though this is an automated email...

I just wanted to say hey and let you know that I’m a real person.

I’m Dave and I work on the marketing team here at Drift. I might not know you personally yet, but I’m pumped that you’re here.

You have my word that we’ll be respectful of your inbox and only email you when we have some fresh new content (or something that is worth telling you about).

One favor before I go: reply to this email and let me know why you signed up?

Would love to learn more about you.

Talk soon.
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 —>
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
3. Main Course = Your Product

The 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 —>
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
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

How To Create A Marketing Strategy That Will Skyrocket Your Results By 9,360%

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.
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

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 Webinar
- Join our Amazing Facebook Community
- Help is close by: Dubsado Help Center

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

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You are seeing this email because you signed up for Dubsado.

Our mailing address is:
Dubsado
175 South Verona Pkwy
West Chester, OH 45069

Visit us at our address below.

Want to change how you receive these emails?
Please unsubscribe your email address from this list.

www.valgeisler.com

Twitter: @lovevalgeisler
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 —>
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
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?

Chris Brogan nl@bteam.co via infusionmail.com

8/23/16

Emma from CoSchedule

here's your recording (+ a little bonus) - Whether you "ghosted" on us for the action-packed webinar on how to do webinars that actually convert, do not worry! We've got you covered!

Amy at Freckle

Onboarding Emails

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

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?
Spend time on the subject line

Notice anything about these subject lines?

Are You Looking for a Better Way to Run Webinars?

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

Am I the only one with a bunch of questions?

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

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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...

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

www.valgeisler.com

Twitter: @lovevalgeisler
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@valgeisler.com
valgeisler.com