

Email Content Ideas:

Try lists: One of the best and easiest emails to do is a list. This can be a list of different tips, or a list of links to your blog posts, website pages, or to other people's articles or videos. People love having a list of helpful information that's already been picked for them and is easily accessible. Focus your list on something that connects to what your website or blog focuses on as well as what you're selling. Aim for 6-10 links.

How to's: A how-to email is one that people usually love. Show them how to do something that's simple and easy, that they'll be able to implement right away or in a very short amount of time. If they see they can do it quickly and get a quick result, they'll become much more invested in you (eventually, hopefully, enthusiasts!).

Step-by-step instructions: This is similar to how-to emails, but will be longer. Step-by-step instructions break down something a little more complicated or a little more in-depth - not super in-depth or super complicated, but just a smidge more. One of the nice things with step-by-step instruction emails is, if it turns out to be really long, you can break it down one step per email, so you get 2-4 emails out of it, and can help with open rates.

Background info on your product/service: People like to know how your product or service came to be, so you can talk about what led you to create your product or start offering your service. You can also talk about what's important about your product or service, how it's helpful, or focus on one aspect of your product or service that you can dive into and give more info about.

Stories about how you got into the work you did or the development of your professional life: People love personal stories and feeling like they're really getting to know you as a person, but when you dump a lot of personal information into the mix, it can feel a little like word vomit, so stick to stories that are about your work. People are usually curious about how you got into it, so give them a little story about how it can to be. You can also share stories about the development of your business, how you progressed as a professional, or who influenced you most.

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Tricks of the trade: Tricks of the trade gives small tips related to your niche that perhaps a novice isn't familiar with yet. This helps them to feel like they're making progress, as well as gets them to see you more as an expert, and almost gives a feeling of exclusivity, like they're part of the club now.

Dissecting current news or pop culture stories related to what you offer: If you see some news or something in pop culture that relates to your product or service, you can talk about that. Comment on it, give your own thoughts about it, or talk about how exactly it relates to your product or service, or how your product or service would solve the problem (if it's about a problem).

Guides: A guide to pretty much anything can be a great email to put together and get a lot of interest from your subscribers. Try to make the guide related to your product or service to get more interest in what you're selling as well. You can do the guide fully in the email, or put it together as a PDF or video that people can download or view.

Sharing statistics or studies related to what you offer: Citing studies or statistics about or related to your niche or the product or service you offer helps you to look more like an expert, and helps your audience to feel informed. A little smarter, even!

Stories about people who used your product or service: If you've had buyers for your product or people who have used your service, you likely already know you can go to them for reviews and testimonials of your product or service, but you can also go to them for stories about how they used your product or service for themselves and how it positively impacted them or what they learned or what results they had. This both serves as a great email people enjoy reading, but also helps to sell you without you selling yourself.

Reviews: Review something in your niche - a book, a course, a website, a product of some sort, whatever is in your niche. This works like sharing statistics or citing studies and helps your audience feel informed and look at you as an expert.

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Interviews: Interviews can be a great way to work with other people in your niche that benefits both of you. You can reach out to people in your niche and ask them if you can interview them, and you can do this via video, audio, or text. You'll include info about them and what they offer, and request that they promote to their audience that they'll be interviewed in your newsletter. They get free publicity, and you can get more subscribers. Double win!

Myths about your niche: There are usually some beliefs people have about your niche before they start learning more about it, so you can address those myths in your emails. This is also part of the buying process by making people think about the issues they have and prompt them to want to find a solution, which should be your product or service.

A guest article: This is one NOT done by you! Recruit someone in your niche or in a related niche to contribute a guest article for your newsletter. Like with the interview, this gives them free publicity, and you can request that they promote to their audience that they'll be contributing a guest article to your newsletter. Bonus is that it saves you time, but you also may want to go over what they're going to cover to make sure it's appropriate, and reserve the right to edit.

A photo collection: You can put together a group of photos, and they should tell a story or be related to your niche. They could be steps for how to accomplish something, before and after photos, or products that you recommend people use.

Business calendar: If you're going to have some regular events or new products or services coming up, you can give your email list the schedule for this so they know when exactly you'll have a Twitter chat, webinar, the product is available, or you're making a public appearance somewhere.

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Q&A: Chances are, you're getting questions from people at some point about your niche, so round them up and answer them in an email that you send to your entire email list (just change their names for privacy). They're probably not the only ones with those questions, so it's helpful for everyone on your list.

Social media roundup: Take some of the posts you put on your various social media accounts and share them in an email. Group together like posts that are about the same topic or similar topics. This can help to get more people in your email list to follow you on social media as well. Just remember to link to your social media accounts so they can follow you.



A couple quick notes:

- try to make every email interesting, valuable, or helpful
- try to keep your emails short (blog articles can be 2,000 words+, but email should be under 500 words - the average person gets 150 emails daily and has an attention span of 7 seconds - do the math, keep it short!)