

The Power of the Inbox

Roundup of Resources

Types of email campaigns

One-off automated emails
Offers & promotions
Events
Celebrate holidays
www.daysoftheyear.com

How-to information
Interactive
Behind the scenes
Newsletter
Curated news aggregator

Basic formula for all emails

Picture + Paragraph + Call to action

Basic formula for all content (EIEIO)

Educate | Inform | Entertain | Inspire | Opportunity

Curating content

1. Find content (www.feedly.com; Google alerts)
2. Offer your perspective
3. Give credit to content source

Content best practices (WIIFM)

Relevant to audience & product
Send e-boasts not e-blasts
Personal conversation

Use “you and ”your”
Show your personality
Answer questions

Subject line ideas

Make it funny
Use numbers
Be inquisitive

Pull at heartstrings
Sense of urgency
Make it personal

Power words

Download PDF: <http://bit.ly/powerheadline>

