

30 tips in 30 days.

The most fun way to learn email marketing.

Tip #1:

Spend as much time crafting your subject line as you do the copy inside your email. (35% of email recipients admit to opening email based on the subject line alone.)

Tip #2:

Take advantage of your email preheader text, which is the snippet of text shown next to or underneath the subject line. It can boost open rates.

Tip #3:

Set clear expectations on your sign up form. Tell subscribers what content you'll send, how often they'll hear from you, and why they should sign up.

Tip #4:

Create a hosted sign up form in less than 5 minutes. It has a unique URL you can share anywhere — like Facebook, Twitter, or even your email signature.

Tip #5:

Gain highly-engaged subscribers by asking everyone you know to join your email list. If they're not in your target audience, ask them to share the info with someone that might be interested.

Tip #6:

Include a lead magnet (a.k.a. a free incentive) with your sign up form to entice people to join your email list.

Tip #7:

Send an automated Welcome Email to all new subscribers who join your list.

Tip #8:

Place whitelisting instructions at the bottom of your Welcome Email so you have a better chance of making it into the inbox.

Tip #9:

Keep your writing short. It'll make your copy easier to read and easier to understand.

Tip #10:

Don't write to a faceless list of subscribers. Instead, picture your ideal subscriber and write directly to him or her. Your writing will go from drab to engaging.

Tip #11:

Create an emotional connection with your readers by sending a Story Email. Tell an engaging tale about your products and services, and why they matter to your subscribers.

Tip #12:

Test, test, test! Consult your "preflight" checklist before any email is sent.

Tip #13:

Automate your emails so you can create connections with your subscribers and increase revenue while you're busy doing other important things. Only automate "evergreen" content a.k.a. content that is relevant year round.

Tip #14:

Automation fails when it's cold and impersonal. Make your emails sound like you just wrote them.

Tip #15:

Send one-time Broadcasts when you need to relay time-sensitive information.

Tip #16:

Fill your emails with the word *you* — not *I*, *me*, *we*, or *us*. This ensures your emails focus on your subscribers' problems and how your product or service is their solution.

Tip #17:

Use copywriting formulas for everything you write, from subject lines to blog posts to emails to landing pages.

Tip #18:

Add alternative text — a.k.a. alt text — for any image you include in an email.

Tip #19:

Brainstorm topics for future emails so you have a swipe file of ideas. That way, you never waste time trying to think of a topic when you should be writing.

Tip #20:

Stick to one call-to-action in your email to drive higher click-through rates.

Tip #21:

Split test your emails to determine which content performs better with your subscribers. Never guess again!

Tip #22:

Re-engage inactive subscribers with a winback campaign.

Tip #23:

Every 6 months, delete inactive subscribers that you can't re-engage. Cleaning your list improves your deliverability and your marketing results.

Tip #24:

Use social proof — quotes, numbers, ratings, reviews, or case studies — to persuade your audience to buy your product or service.

Tip #25:

Use FOMO a.k.a. the “fear of missing out” to create a sense of urgency and encourage your subscribers to take action.

Tip #26:

Break up your email copy into short, easy-to-read chunks (2 to 3 sentences max) so it's skimmable and mobile-friendly.

Tip #27:

Use personalization in your emails to create deeper relationships with your subscribers.

Tip #28:

Capture email addresses with a mobile app like Atom to ensure you're getting opted-in names and sending the right message to the right person.

Tip #29:

Segment your audience to increase engagement. Send messages to subsets of your subscribers who show interest in specific topics (without annoying the ones who aren't interested).

Tip #30:

Just do it. Don't put your email marketing off any longer. Get started today. [Create your free 30-day account with AWeber.](#)



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