What to Write in Your Emails

INCLUDING FILL-IN-THE-BLANK EMAIL TEMPLATES

+ YOUR BONUS EMAIL COURSE TEMPLATE!

AWeber

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INTRODUCTION

With a fresh cup of coffee by your side and your fully-charged computer in front of you, you place your fingertips on the keyboard. It's time to write your first email.

After a 15-minute cycle of typing, deleting and staring at a blank email template, you find that you can't seem to gather the right words.

What in the world should I write?

Whether you have a lot to say and don't know where to start, or you're just dealing with the worst writer's block ever, it's no surprise that knowing what to write is one of the biggest hurdles for first-time email marketers.

So we decided to help.

We've created a series of email templates to take the guesswork out of writing your first emails. You'll find templates for welcome emails, emails you can add to your autoresponder series, and emails you can send as one-time broadcasts.

These templates are super easy to use. Simply fill in the blanks. Then copy and paste the content into your emails.

6 TIPS ON WRITING GREAT EMAILS

1. Bring Value to Your Readers.

Your subscribers are busy people, and they won't always consider your emails a top priority. To work around this, make sure your emails are worth your readers' time. Every email you send should serve the purpose of helping your audience, whether you answer common questions they might have about your company or product, or solve a problem.

2. Remember Your Subscribers Are People.

Too many business owners view their subscribers as walking dollar signs — and it shows. As silly as it sounds, remember that your subscribers are real people, and they want to know you have their best interest at heart. If you're in this mindset before you begin writing emails, it becomes a lot easier to identify what type of content is valuable to them.

3. Make Your Emails Interesting.

As you provide your readers with helpful tips and updates, keep it engaging. Think about the environment your readers might be in when they read your emails: a busy office, a loud coffee shop, a couch watching TV with their kids, etc.

To stand out, keep your emails concise and relevant to their lives. And feel free to liven it up with a little bit of humor, engaging visuals, and more to capture their interest!

4. Curate Content You Already Wrote.

Have a tendency to get stuck the moment you start writing an email? Chances are, you already wrote what you're trying to say somewhere else.

Many business owners have the content they need — it just might be in a social post or an individual email to a customer. As long as it's something that has proven customer engagement, you should include it in an email.

If you talked to someone about ways to work through a problem they had with your product, that'd probably make for a great email topic!

5. Talk to One Person Instead of One Thousand.

No matter how many subscribers you have, every email should be written as though you're sending it to one person at a time. If you think about writing to one individual, the message will likely translate to everyone you hope to address.

6. Choose HTML and Plain Text Emails Wisely.

Whatever your preference, consider the way you send your emails and how each might convey your message differently to subscribers.

While either email type works, many business owners tend to prefer sending plain text messages because they feel more personal than the slick "brochure feel" of an HTML email.
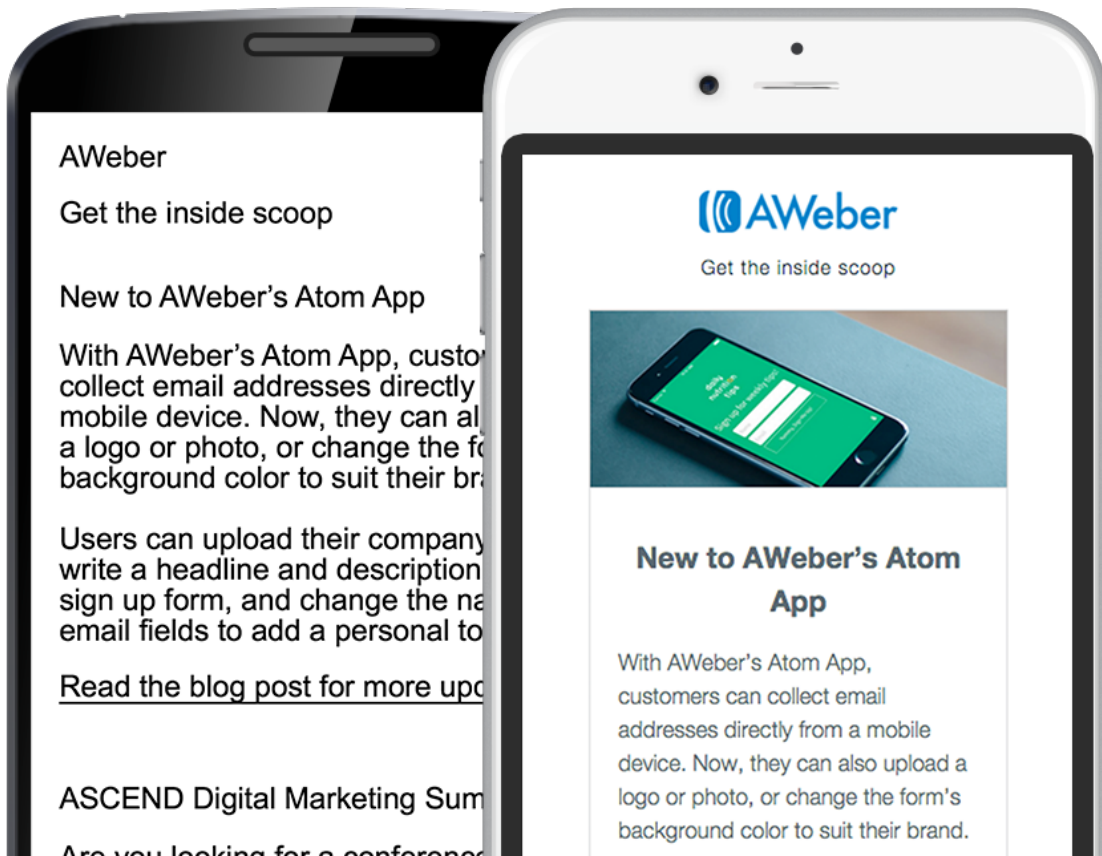
PUT WHAT YOU LEARN TO THE TEST

You're learning the key tricks to growing your business with email marketing.

We're excited to share this guide with you, and it is our hope that you'll be able to take what you've learned and begin applying it to your email marketing as soon as you're done reading it.

Email marketing is our thing, and we want to make sure others understand its value to their businesses, too.

That's why we've created guides like these, as well as a massive resource of informative blog posts, how-to articles, videos and webinars so business owners like you can continue learning about email marketing. Not to mention, our supportive email marketing experts are here and ready to help you along the way.

To experience what simple email marketing and great support is really like, give us try. Or, contact one of our email marketing experts to get the conversation started today.

I want to try AWeber

CHAPTER 1:
WELCOME EMAILS

When you're setting up your email marketing, a good place to start is with your welcome email. This is the email that sets the tone for all future emails you send your subscribers. It's your first opportunity you have to communicate with them through email, so make it count.

Be sure to create your welcome email before you begin collecting new subscribers. That way, anyone coming in gets a nice, friendly greeting.

Crafting an engaging welcome message isn't always easy, especially if you're not used to communicating with people through email. Keep it concise and serve the sole purpose of welcoming your subscribers. All of the other valuable information you're dying to share should be spread out in future emails. (We'll get to this in the next chapter on autoresponder series.)

Don't forget to give your subscribers a way to get in touch with you, such as a phone number and link to your website. If you have a brick-and-mortar store, don't forget to include your address so subscribers can check out your business in person.

Only 58% of email marketers
have a welcome email -
that's a BIG missed opportunity!

Tweet this

"Thanks for Subscribing"

A "thanks for subscribing" email is where you thank your subscribers for signing up to your email list.

Be sure you show how much you appreciate them by providing a warm welcome to your new subscriber. Show your personality and set clear expectations of what they can expect to receive from you and how often.

Always include a brief description of your company. Remember, not everyone who subscribes to your email list will know who you are, so use this as an opportunity to share why you exist to help them. On the next page you'll find a welcome email template.

Welcome Email

Subject:

Thanks for subscribing to [insert your business or blog name]!

Hi {!firstname_fix},

Thank you for signing up for updates from **[insert your business or blog name]**.

Now that you're in, here's what you can expect in your inbox.

You'll get **[daily, weekly, bi-weekly, monthly]** updates with the latest **[blog posts, news, etc]** from **[insert your business or blog name]**. You'll also get the latest **[insert a special coupon offer or events you will promote]**.

[Insert your business name] is **[insert who you are and what you do]**. If you ever have any questions or feedback, don't hesitate to get in touch. **[insert your contact information]**

Thanks again!
[Insert your signature]

Incentives

One of the best ways to encourage people to sign up to your email list is to offer an incentive on your sign up form.

Some people call it a sign up bonus, others consider it a free gift. Regardless of its name, the purpose is the same: you're giving people a reason to sign up for your list, and you're getting a chance to showcase your expertise.

If you offer an incentive, your welcome email is where you deliver the goods.

There are many types of incentives you offer, but one of the most popular is a free download.

Next you'll find email templates for various incentives:

General Download

Subject:

{!firstname_fix}, here's your free download!

Hi {!firstname_fix},

Thank you for signing up for updates from **[insert your business or blog name]**.

Now that you're in, here's what you can expect in your inbox.

You'll get **[daily, weekly, bi-weekly, monthly]** updates with the latest **[blog posts, news, etc]** from **[insert your business or blog name]**. You'll also get the latest **[insert a special coupon offer or events you will promote]**.

[Insert your business name] is **[insert who you are and what you do]**. If you ever have any questions or feedback, don't hesitate to get in touch. **[insert your contact information]**

Thanks again!

[Insert your signature]

eBook

Subject:

{!firstname_fix}, here's your free eBook!

Hi {!firstname_fix},

As promised, here is your free download, **[title and link to download]**.

This will help you **[insert what the download will teach your subscriber or help him/her do]**.

I'd love to hear your feedback. You can contact me here: **[insert your contact information]**.

Thanks again for subscribing!

[Insert your signature]

Templates

Subject:

Here are **[insert number]** **[insert type of template]** templates you can use.

Hi {!firstname_fix},

[I/we] get it. It's not so easy to **[insert problem templates help solve]**. Well, today **[I/we]** want to help you with that problem.

[I/we] want to share with you **[insert number]** of **[my/our]** best **[insert type of templates]** templates **[I/we]** use for **[insert purpose of the templates]**.

These templates work like a charm. And **[I'm/we're]** giving them to you for free, just because **[I/we]** want to see you succeed.

(There are plenty of so-called gurus on the internet who would probably charge a fortune for something like these, but that's not **[my/our]** style.)

Oh, and that's not all. **[I'm/we're]** going to send you more **[insert type of templates]** templates in the future, so keep your eye on your inbox.

[Insert your signature]

Video Course

Subject:

{!firstname_fix}, here's your free video course!

Hi {!firstname_fix},

As promised, here is your free video course **[insert a title and link to the video course]**.

In this video course, you'll learn **[tell your subscriber what the video course will teach them or help them do]**.

I'd love to hear your feedback. You can contact me here: **[insert your contact information]**.

Thanks again for subscribing!

[Insert your signature]

Conclusion

Your welcome email is an opportunity for your new subscribers to get to know you better, so make a great first impression! Here's a checklist of information to include in your welcome email:

- A "thank you" to your new subscribers for signing up
- A note letting your subscribers what they'll get (and how often)
- An incentive (if you promised one)
- Your contact information

SHARE THIS
GUIDE

CHAPTER 2:
AUTORESPONDER SERIES

An autoresponder (or follow up) series has a ton of time-saving and business-growing benefits.

An autoresponder series lets you schedule an entire series of emails ahead of time for your new subscribers. As soon as a new subscriber signs up, they automatically receive your series. This saves you the hassle of sending the same information over and over again and gives you the opportunity to make a great first impression.

The series should include at least three elements: an introduction to your business in the beginning, information about your products or services in the middle, and a survey asking for feedback at the end. (Your welcome email should be part of your autoresponder series.)

The content in your autoresponder series should be evergreen. That means you can send an autoresponder series to any new subscriber at any time of the year. You also control the timing and frequency of each email.

If you're interested in turning your subscribers into paying customers (and really, who isn't?) an autoresponder series is one of the best ways to do just that.

75 percent of businesses aren't using an autoresponder series. Say what?!

Tweet this

Product Benefits

Subject:

{!firstname_fix}, here's what **[insert your product/service]** can do for you.

Hi {!firstname_fix},

Have you ever tried **[insert your product/service]** before? Here are three ways you can benefit from **[insert your product/service]**.

[Insert benefit #1]
[Insert benefit #2]
[Insert benefit #3]

Want to learn more about what **[insert your product/service]** can do you for you? Check out **[insert your website title and link]**.

Thanks for reading!

[Insert your signature]

Case Study

Subject:

Here's how one customer is using [**insert your product or service**] to [**insert the result or goal of using your product or service**].

Hi {!firstname_fix},

I'd like to introduce you to [**insert your case study subject's name**]. [**Insert your case study subject's name**] is [**insert their occupation and/or other relevant info like age**].

[**He/she is or they are**] trying to [**insert their goal**]. To do that, [**he/she is or they are**] using [**insert your product/service**].

So far, [**insert your case study subject's name**] has seen these results: [**explain any positive results**]. Ultimately, [**he/she**] hopes [**or they hope**] to [**insert a bigger goal they hope to accomplish**]. To achieve this, [**insert your case study subject's name**] will continue using [**insert your product/service**].

Here's what other people are saying about [**insert your product/service**]: [**Insert any quotes you have from people praising your business**].

Want to try [**insert your product/service**] for yourself? Click here: [**insert a link to your website here**]!

If you have any questions, I'm here to help. Contact me today! [**insert your contact information**]

I can't wait to hear from you,

[**Insert your signature**]

Feedback on Gifts You Sent in Your Welcome Email

Subject:

What did you think of the **[insert gift your sent in your welcome email] [I/we]** sent you?

Hi {!firstname_fix},

I hope you had a chance to download and read the **[insert gift your sent in your welcome email] [I/we]** sent you.

If you didn't get a chance to download the guides yet, here's the link again: **[insert link to gift].**

I want to be helpful to you, so let me know what is the #1 question you have when it comes to **[insert your industry]**? What do you struggle with?

Is it **[insert a 2-3 questions someone might have]**?

Whatever it is, **[I'd/we'd]** love to hear it. Just hit "reply" to this message. **[I/we]** read every message.

[Insert your signature]

Subscriber Survey

Subject:

{!firstname_fix}, I want your feedback.

Hi {!firstname_fix},

Do you have a minute to spare?

I have a short **[insert number]**-question survey I'd like you to fill out. Your feedback will help me deliver better updates to your inbox every **[insert day, week, other week, month, etc]**.

Click here to take the survey: **[insert link to SurveyGizmo, Survey Monkey, etc]**.

Thanks for your help!
[Insert your signature]

Frequently Asked Questions

Subject:

FAQs about **[insert your business or blog name]**.

Hi {!firstname_fix},

Have questions about **[insert your business or blog name]**? Check out these FAQs we've received from other customers:

[Insert question #1]
[Insert answer #1]

[Insert question #2]
[Insert answer #2]

[Insert question #3]
[Insert answer #3]

Have a question that wasn't covered here? Contact us today! **[Insert your contact info]**

[Insert your signature]

About Your Business or Blog

Subject:

[Insert number] facts about **[insert your business or blog name]**.

Hi {!firstname_fix},

Thanks again for signing up for updates from **[your business name]**. Since you're new to **[insert your business or blog name]**, here are **[insert number]** facts to help you get to know **[us/me]**.

1. **[How did your business get started?]**
2. **[Who is on your team?]**
3. **[What do your products/services help people do?]**
4. **[What makes you different from other businesses like yours?]**
5. **[Where are you located?]**

Want to learn more about what **[insert your products/services]** can do for you? Click here to get started today! **[insert link to your website]**

[Insert your signature]

BONUS TEMPLATE: Email Course

An email course is a great way to keep your subscribers engaged over time, teach them something new and show off your expertise. Choose a topic based their biggest questions or challenges so you know that you're providing useful content. To find out what they want to learn more about, just ask!

If you already have content written on your blog or elsewhere that address a popular topic, you can use that as the basis for your email course. Take that content and format it into several lessons. Aim for about 5-7 lessons, or a week's worth of emails.

When you're brainstorming your email course, outline a topic and goal for each lesson. If your lessons are on the long side (400+ words), allow a few days in between lessons so you subscribers can fully digest all the great information you send them. If your lessons are shorter (around 300 words or less), feel free to send a new lesson every day.

Here's a basic outline to help you get started with brainstorming your course.

Timing: Lesson 1: Goal:	Timing: Lesson 2: Goal:	Timing: Lesson 3: Goal:

When you're ready to create your course lessons, use the template below to create each of your lessons. Feel free to adjust the length based on your content.

Subject:

[Insert lesson number and name of lesson]

Hi {!firstname_fix},

Today you're going to learn how to [lesson topic]. I'll cover:

- **[Detail 1]**
- **[Detail 2]**
- **[Detail 3]**

[Subtopic that relates to detail 1]

First, we're going to cover **[detail 1]**. This is important because **[give a reason]**. Here's what you need to know about **[detail 1]**: **[Include a longer explanation of detail 1.]**

Takeaway: **[Include an actionable tip that people can start using right away]**

[Subtopic that relates to detail 2]

Next, we'll talk about **[detail 2]**. This is important because **[give a reason]**. Here's what you need to know about **[detail 2]**: **[Include a longer explanation of detail 2.]**

Takeaway: **[Include an actionable tip that people can start using right away]**

[Subtopic that relates to detail 3]

Finally, we'll discuss **[detail 3]**. This is important because **[give a reason]**. Here's what you need to know about **[detail 3]**: **[Include a longer explanation of detail 3.]**

Takeaway: **[Include an actionable tip that people can start using right away]**

I hope you enjoyed today's lesson! Tomorrow, we'll cover **[tomorrow's lesson]**.

[Insert your signature]

Conclusion

An autoresponder series is a powerful marketing tool - they can help you turn your new subscribers into raving fans and paying customers. Use any of the autoresponder emails listed above that make sense for your business to keep your subscribers engaged over time.

After you set up your series, keep an eye on your analytics so you can spot areas in need of improvement. Even though the content in your autoresponders is evergreen, you should check in on your series regularly and make updates as your business changes and grows.

Here's a checklist for creating your autoresponder series:

- Choose evergreen content
- Use content that answers your audience's biggest questions
- Ask for feedback from your subscribers
- Update or add to your series as needed

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Need Help with Email Design?

You have the content, now lets help you out with the design.

As an AWeber customer, you get access to our custom template design team. They'll create a template that perfectly fits your style and brand so you can create a seamless brand experience for customers and prospects. Learn more about custom templates.

Not an AWeber customer yet?
Start your 30-day free trial with AWeber today!

Get Started Now

CHAPTER 3:
BROADCAST EMAIL TEMPLATES

Have you ever been so excited about your latest project that you just wanted to scream about it from the rooftops? Well, consider broadcast emails your business's megaphone.

Broadcasts are perfect for delivering news, whether you're announcing a new product, promoting a limited-time sale, or keeping readers in-the-know with your latest email newsletter.

That's the big difference between broadcast and autoresponder emails. An autoresponder series contains evergreen content that you send to people at any time of the year, but broadcasts are for time-sensitive information that you want to get out the door today.

On the next few pages, you'll find templates to help you write promotional, sale, event, seasonal, news and product release broadcast emails.

90 percent of consumers prefer to receive updates from an email newsletter over any other medium

🐦 Tweet this

Promotion

Subject:

{!firstname_fix}, here's a deal I think you'll like.

Hi {!firstname_fix},

Do you know about **[insert your promotion]**? I wanted to tell you a little bit about it.

[Insert your promotion] is a **[insert what your promotion is about]**. It will help you **[insert what your promotion will teach or help your subscriber do]**. And at **[insert price of your promotion]**, it's a steal!

Click here to see for yourself: **[insert name of your promotion and a link to buy]**.

Have questions? Get in touch! **[insert your contact information]**

[Insert your signature]

Sale

Subject:

Get **[insert percentage or dollar amount]** off **[insert product/service on sale]** until **[insert date sale ends]**!

Hi {!firstname_fix},

I wanted to let you know that all **[insert products/services on sale]** are are sale for just **[insert price]**! You get **[insert what is included in the sale]** for one low price.

Hurry - this sale ends **[insert date the sale ends]**!

[Insert your signature]

Curated Email

Subject:

Here are a few articles I thought you'd enjoy.

Hi {!firstname_fix},

I wanted to give you a heads up on some of the latest news going on in **[insert your industry]**. I hope you find these useful!

[Title of article 1]

This article is about **[topic]**. It's important because **[give a reason]**. Check it out!

[Title of article 2]

Here's a post about **[topic]**. I think you'll like it because **[give a reason]**.

[Title of article 3]

Check out this article about **[topic]**. You should read it because **[give a reason]**.

Happy reading!

[Insert your signature]

Event

Subject:

{!firstname_fix}, join us for **[insert your event name]**!

Hi {!firstname_fix},

I'd like to invite you to **[insert name of your event]** on **[insert date and time]** at **[insert location]**. Join us for **[insert what happens at the event, e.g., live music, food specials, etc]**.

RSVP here: **[insert link to RSVP]**

I hope to see you there!

[Insert your signature]

Summer Season

Subject:

Celebrate summer with **[insert sale, promotion, or your product/service]**.

Hi {!firstname_fix},

Summer is a great time to **[insert action you want readers to take]**.
Try **[insert your product/service]** today and get **[insert seasonal promotion or sale discount]**.

Have questions? Get in touch today! **[insert your contact information]**

[Insert your signature]

Fall Season

Subject:

Class is in session! Learn all about **[insert your product or service]**.

Hi {!firstname_fix},

With fall upon us, what better time to **[insert goal your readers can achieve with your product/service]**. Try **[insert your product/service]** today get **[insert seasonal promotion or sale discount]**.

Have questions? Get in touch today! **[insert your contact information]**

[Insert your signature]

Winter Season

Subject:

Winter is coming - so is a special deal on **[insert your product/service]**.

Hi {!firstname_fix},

Winter is a great time to try **[insert your product/service]**. For a limited time, you can try **[insert your product/service]** for just **[insert sale price]**. Click here to get started: **[insert link to your website]**!

Have questions? Get in touch today! **[insert your contact information]**

[Insert your signature]

Spring Season

Subject:

Start fresh this spring with **[insert your product/service]**.

Hi {!firstname_fix},

Spring is finally here. Refresh and renew with **[insert discount dollar or percent amount]** off of **[insert your product/service]**. Hurry, this offer won't last!

Have questions? Get in touch today! **[insert your contact information]**

[Insert your signature]

Industry News (Single)

Subject:

{!firstname_fix}, did you hear about **[insert news item]**?

Hi {!firstname_fix},

I wanted to give you a heads up about some **[insert your industry]** news I thought you should know about.

[Include a description of the news event. Tell your subscriber how it will affect them. Include links to the news item.]

[Explain how your product/service relates to this news item]

Want to try **[insert your product/service]** for yourself? Click here: **[insert a link to your website]**.

Stay tuned for more news updates!
[Insert your signature]

Industry News (Multiple)

Subject:

[Insert number] things happening in **[insert your industry]** this **[insert week, month, etc]**.

Hi {!firstname_fix},

I've curated the biggest news in **[insert your industry]** this **[insert week, month, etc]**. Check it out!

[Insert news item #1 with link]
[Insert news item #2 with link]
[Insert news items #3 with link]

For more on **[insert your industry]**, head over to **[insert your website title with link]**.

[Insert your signature]

Product Update or Announcement

Subject:

Announcing **[insert your product update or announcement]**!

Hi {!firstname_fix},

I'm excited to announce **[insert your business or blog name]**'s all-new **[insert update or announcement]**.

The new **[insert update or announcement]** will help you **[explain how it will help your readers]**. I think you'll love it.

What are you waiting for? Click here to check out **[insert your product update or announcement]** for yourself!

I want to hear your feedback. Get in touch and let me know what you think! **[insert your contact info]**

[Insert your signature]

Conclusion

Broadcast emails are great for keeping your readers up to speed on everything you want them to know about your business. Use any of the broadcast email templates above to give your readers up-to-the minute updates about sales, events or your latest newsletter. Remember that you can (and should!) use a combination of broadcast and autoresponder email to keep your subscribers engaged over time.

Here are some tips for creating your broadcast emails:

- Send information that is time-sensitive
- Use curated content to keep your subscribers in-the-know on topics they care about
- Use new seasons as opportunities to promote your products/services
- Send your subscribers a mix of both broadcasts and autoresponders

CONCLUSION

Now that you have everything you need to send awesome emails, there's just one thing left to do: get started! The sooner you start sending emails, the sooner you can build lasting and profitable relationships with your subscribers. We hope these templates provide a good starting point for your future email campaigns.

Ready to start writing AWesome emails?
Start your 30-day free trial with AWeber today!

Get Started Now

Already an AWeber customer? Log in now to start growing your business.

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ABOUT AWEBER

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Peter Shankman and Ann Handley.

AWeber has helped over 1 million small- and midsize-businesses, entrepreneurs, agencies and nonprofits succeed with email marketing. How? By providing them the most powerful segmentation, automation and analytics capabilities, split testing applications, extensive template libraries and industry-leading deliverability and live support.