



CREATE EMAILS THAT  
BEG TO BE OPENED

## THE BACK STORY...

Hey there!

If your inbox is anything remotely like mine it's sitting at about 9,000 unopened messages (and that's not even counting the spam folder!).

Holy headlines!

I'm not sure if you're old enough to remember the film *You've Got Mail*, but if you are, you're possibly still living for the good old days of email, where everything had the subject line "you've got mail"! They were also the days where you could take your sweet time in replying and then wait hours, days, even weeks until another message made it's sneaky way in there.

Not any more. Inboxes are now like Grand Central Station. And one thing is for sure, if you're sending email, you're not the only one turning up in the inboxes of your customers.

This workbook is designed to help you roll out strategies in your retail or eCommerce business that will help you stand out from the crowd and get customers excited about engaging with your emails. Engaged customers equals more buyers.



PS: I've collaborated on this workbook with my copywriter, Elizabeth to bring you the very best swipe copy and content ideas.



## AN OLDIE BUT A GOODY...

In a world drenched in social media; Instagram, Pinterest, Facebook, YouTube, Tik-Tok... it's easy to fall into the trap of believing your customers are only hanging out in those places.

In truth, good old fashioned email, continues to deliver the highest return on investment, despite competition from it's contemporary counterparts.

It might seem cumbersome, or old fashioned, but consumers love email.

In a report recently released by digital marketing giant HubSpot, email marketing had a 3,800% return on investment in 2019. That means for every \$1 you spend on email marketing you return \$38.

Which is a statistic you might want to mull over if you've been reticent to pay for your email service. Or diligently delete customers off your database if they don't engage with your emails.

In the same HubSpot report, there were some equally impressive stats that will get you over the line if you're still putting email marketing at the bottom of your priority list



99% of consumers check their email at least once every day. A significantly lower percentage of consumers check their social media accounts on a daily basis.

80% of businesses believe email increases their customer retention

73% of millennial's prefer to businesses to communicate by email

59% of consumers say email marketing influences what they purchase

35% of marketers send 3-5 marketing emails per day



# CREATING EMAILS CUSTOMERS WANT TO OPEN

Gone are the days when you could get away with;

- ▶ pulling together a monthly 'newsletter' style email.
- ▶ making sporadic contact when you remember or worse still, need something.
- ▶ only letting customers know you have a sale coming up

Nothing screams "they only want me for my money" like getting six emails a year and all of them are about a sale. Or worse still six a week and they're all offering 20% off.

These days Inboxes are crazy busy, crowded places and you're battling for attention in a very noisy space. If you want to stand out from the crowd, you need to be producing email content that is engaging and brings value; stories, tips, information about you or your products, social proof, the background of your business.

In this workbook we're going to show you how you can overcome the first hurdle when it comes to sending great emails.

**Getting customers to open your stuff.**



# CREATING EMAILS CUSTOMERS WANT TO OPEN

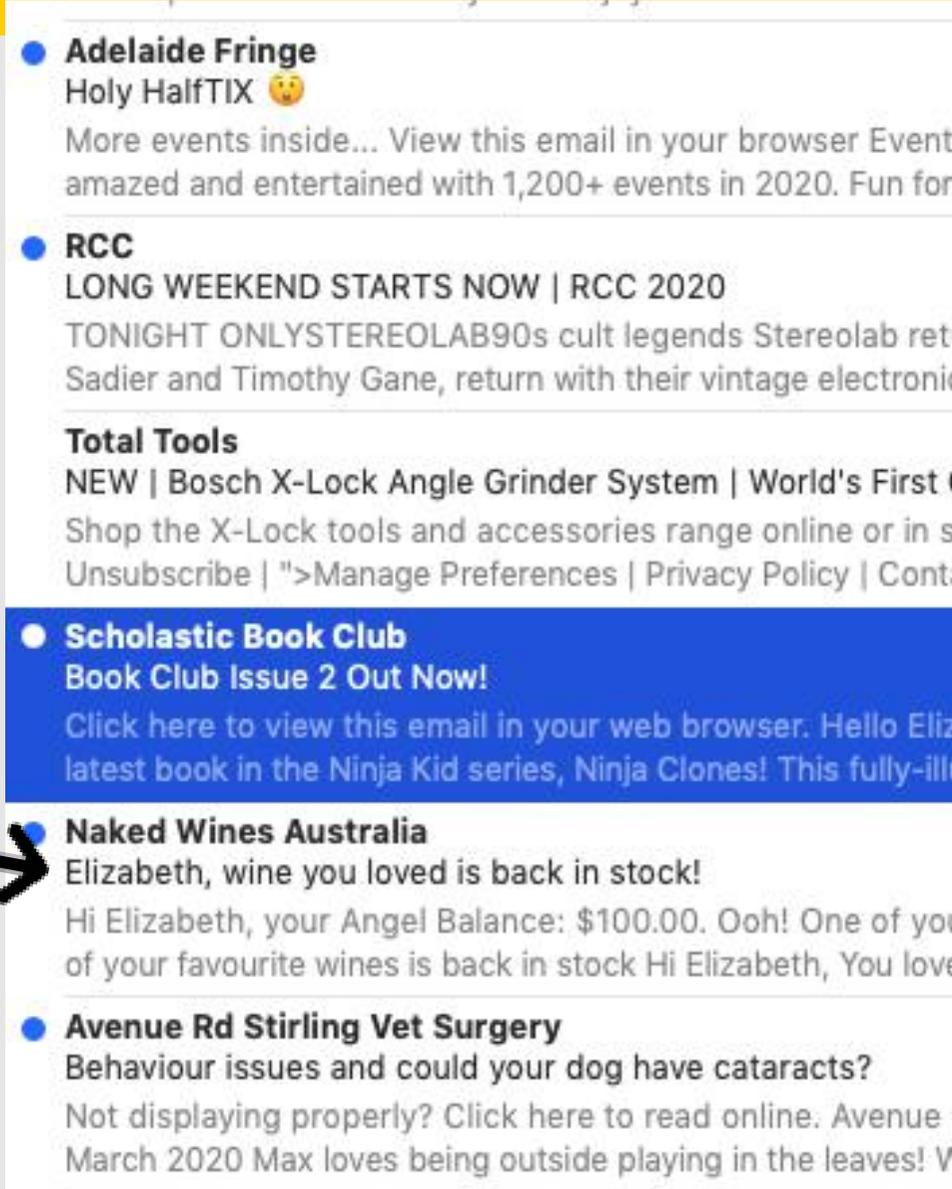
Short of standing over your customers with a gun, the number one way you're going to increase your email open rates is with a killer subject line.

Not only does a great subject line improve your deliverability, it also helps you avoid the cyber black hole (the SPAM folder). A well thought out subject line also acts as a catalyst to help you create the content you're going to put IN your emails.

This is a snapshot of the last few emails in my inbox at 4pm today. Sales, sales, sales, sales. But I'm unlikely to open any but one of those emails. Want to take a guess at which one I would be enticed to click on (ignore that my husband already opened the one for the tool store - his needs are more complicated than mine!). The big fat arrow might be a give away!!

Would you feel compelled to want to know more about any of these things?! And how do your own email subject lines marry up?

That being said, I'm kind of curious about dog cataracts but I'm busy and reading that preview text, I'm worried I'm going to have to trawl through a lot of fluff and non-sense only to find out that she doesn't!

- 
- **Adelaide Fringe**  
Holy HalfTIX 🤩  
More events inside... View this email in your browser Event  
amazed and entertained with 1,200+ events in 2020. Fun for
  - **RCC**  
LONG WEEKEND STARTS NOW | RCC 2020  
TONIGHT ONLY STEREO LAB 90s cult legends Stereolab ret  
Sadier and Timothy Gane, return with their vintage electronic
  - **Total Tools**  
NEW | Bosch X-Lock Angle Grinder System | World's First  
Shop the X-Lock tools and accessories range online or in s  
Unsubscribe | ">Manage Preferences | Privacy Policy | Cont
  - **Scholastic Book Club**  
Book Club Issue 2 Out Now!  
Click here to view this email in your web browser. Hello Eliz  
latest book in the Ninja Kid series, Ninja Clones! This fully-ill
  - **Naked Wines Australia**  
Elizabeth, wine you loved is back in stock!  
Hi Elizabeth, your Angel Balance: \$100.00. Ooh! One of yo  
of your favourite wines is back in stock Hi Elizabeth, You love
  - **Avenue Rd Stirling Vet Surgery**  
Behaviour issues and could your dog have cataracts?  
Not displaying properly? Click here to read online. Avenue  
March 2020 Max loves being outside playing in the leaves! V

# DO YOUR EMAILS PASS THE NAKED WINES TEST...?

## 1 SHORT & SWEET WITH A SUPER INFORMATIVE SUBJECT LINE

Over 40% of email is read on a mobile device, short and sweet means people can see what you're offering. Straight up. Telling people what's inside helps them instantly ascertain if they're interested or not.

## 2 RETURN TO SENDER

Use a familiar sender description; your business, your name + your store name . Avoid using "no-reply" email address.

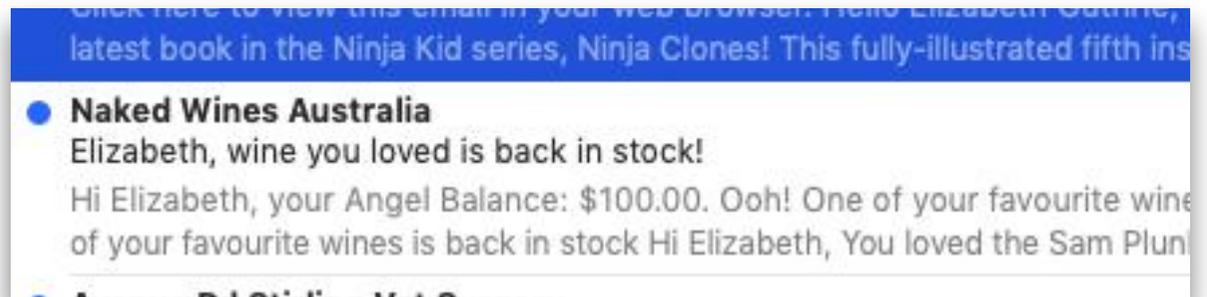
## 3 UP CLOSE & PERSONAL

Personalised subject lines have a significantly higher open rate than those that don't. Go ahead and use the power of %FIRSTNAME%!

## 4 CAPITALIZE ON THE PREVIEW

"View this email in your browser". "Can't read this properly".

These words take up PRIME real estate in your emails. Use them to get your message across and entice readers to read more.



## 5 JUST IN CASE

Would you friends ever send you an email with the subject line in sentence case...? No Siree. So don't be sending your customer friends anything that uses SHOUTY CAPITALS or I'm Being Sold To Sentence Case. You're not writing an English project, you're communicating. Smash it out in super friendly lower case

## 5 IT'S ALL IN THE TIMING

You may have stayed up until 3am finishing off your latest email, but that doesn't mean it's the best time to send it. Play around with your send times and days of the week to see when you get the best engagement and send it then. Stats show Tuesday afternoons have the highest open rate, but interestingly also the highest unsubscribe rate too!

# WHAT WE WOULD HAVE DONE DIFFERENTLY

## Adelaide Fringe

What are you going to see for HALF price?

HalfTIX on more than 1,200 shows THIS weekend....



## Royal Croquet Club | Adelaide Festival

Don't wait until Friday to start your long weekend.

TONIGHT ONLY Cult legends SteroLab90 return to the RCC....



## Total Tools

Worlds first angle grinder system | Bosch X-Lock

Just landed. Shop the X-Lock tools and accessories online or instore...



## Scholastic Book Club

We've got your little Ninja covered

New Book Club Issue available now! Featuring the latest book in the ninja kids series, Ninja Clones...



## Avenue Road Vet

Is [name of pet] behaving unusually? It could be cataracts.

Last week Max presented to the clinic showing unusually challenging behavior...



## ● Adelaide Fringe

Holy HalfTIX 🤪

More events inside... View this email in your browser Events  
amazed and entertained with 1,200+ events in 2020. Fun for

## ● RCC

LONG WEEKEND STARTS NOW | RCC 2020

TONIGHT ONLY STEREO LAB 90s cult legends Stereolab ret  
Sadier and Timothy Gane, return with their vintage electronic

## Total Tools

NEW | Bosch X-Lock Angle Grinder System | World's First

Shop the X-Lock tools and accessories range online or in s  
Unsubscribe | ">Manage Preferences | Privacy Policy | Cont

## ● Scholastic Book Club

Book Club Issue 2 Out Now!

Click here to view this email in your web browser. Hello Eliz  
latest book in the Ninja Kid series, Ninja Clones! This fully-ill

## ● Naked Wines Australia

Elizabeth, wine you loved is back in stock!

Hi Elizabeth, your Angel Balance: \$100.00. Ooh! One of yo  
of your favourite wines is back in stock Hi Elizabeth, You love

## ● Avenue Rd Stirling Vet Surgery

Behaviour issues and could your dog have cataracts?

Not displaying properly? Click here to read online. Avenue  
March 2020 Max loves being outside playing in the leaves! V

# HERE'S SOME EMAIL SUBJECT LINES WE LOVE...

## ● TileCloud

Start renovating from anywhere with these 5 steps...

(even from your bed!) 🛏️💤

to know what the tiles look and feel like? Browse through our website for the styles you love, once you have found five we will s

## ● Naked Wines Australia

Rare and exotic – it's been bottled!

These are two totally unique expressions of purity! Dear Elizabeth, Kevin McCarthy is a Naked heretical-winemaking-rockstar largely thanks to his silky talents and his steely courage. This gentleman backs his own beliefs and ignores the naysayers. Widely

## ● EyeBuyDirect

UV Rays Incoming! Are you ready?

Get 30% Off ALL LENSES! Eyeglasses Sunglasses Collections Eyeglasses Sunglasses Collections Hey eyewear lovers. This i Always on the go? Transitions lenses automatically darken when exposed to sunlight and clear up while indoors. The best UV pr

## ● Curvy

New! Your Boobs will love these...

Check out these new styles from Curvy...

updating your lingerie drawer... Triumph Sheer Underwired Bra - Black \$59.95 VIEW Triumph Sheer Minimizer Bra - Rose \$59.95

## ● Who Gives A Crap

Your future self asked us to deliver this message

Turns out, you saved the world!

thanks for clicking on Who Gives A Crap's 20 tips for combating climate change in 2020. They totally worked! Oh wait, you hav

## ● Ruby Olive Jewellery

Winning Gift Idea = These Earrings 🎁

They're In High Demand 🔥

GIFT GUIDE HOLIDAY SHIPPING EXTENDED CHRISTMAS GIFT RETURNS > If your gift recipient doesn't absolutely LOVE their g

## ● Boden

Are these the most flattering dresses ever?

Spoiler: yes. If you are unable to view this email, please click here. Unsubscribe | Contact Us This offer is not valid in conjur '10% off plus free delivery over \$150' offer expires at 23:59 AEST on 14th March 2020. Boden Gift Vouchers, Harry Potter, Sale



Numbers or lists are a quick easy way to come up with interesting content



Story telling in engaging and connects you with your customers, which keeps them coming back for more



Make your message timely and seasonal



Have some fun without putting the SPAM filters into meltdown



Create content that educates customers on your products or purpose



Solve a problem! Or address an objection



Questions get higher engagement than statements

# 34 SUBJECT LINES & CONTENT IDEAS THAT SHOUT "OPEN ME!"

## FORMULA #1: SOCIAL PROOF

1. **What our 5 favourite celbs are [using/doing/wearing]**  
What our 5 favourite celebrity are wearing this Summer
2. **The [desired result] that [example] is/are talking about.**  
The butt-lifter jeans that all of Hollywood is talking about.
3. **[Desired action] your friends will envy.**  
A splashback your friends will envy.
4. **Why [impressive number of people} are [taking desired action}**  
Why 100's women are wearing Berli swimwear this season
5. **How to [desired result] like [world class example]**  
How to cook like Martha Stewart

Try it.

What's an almost too good to be true benefit of your product?  
Brainstorm 5 different benefits below

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Who are some people your Ideal Customer admires or looks up to that use this product? Brainstorm 5 below.

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Combine the two lists to come up with as many headline options as you can using this formula

YOUR TURN

# 34 SUBJECT LINES & CONTENT IDEAS THAT SHOUT "OPEN ME!"

## FORMULA #2: THE HARD WORD

- 1. If you don't [blank] now, you'll kick yourself later**  
If you don't grab this seasons sandals, you'll kick yourself later
- 2. The ugly truth about [alternative product]**  
The ugly truth about cheap t-shirts
- 3. What everybody ought to know about [product]**  
What everybody ought to know about getting the best fitting bra
- 4. Your [blank] doesn't want you to read this**  
Your optometrist doesn't want you to read this
- 5. The biggest lie in [your industry]**

### Try it.

What are common objections with your product? Brainstorm 5 below.

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Who is your competition or who do your customers see as your competition? Brainstorm 5 below.

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Combine the two lists to come up with as many headline options as you can using this formula

YOUR TURN

# 34 SUBJECT LINES & CONTENT IDEAS THAT SHOUT "OPEN ME!"

## FORMULA #3: ALL GAIN, WITH OR WITHOUT THE PAIN

1. **[number] ways to [benefit] in / by [x amount of time]**  
3 ways to revamp your bathroom in a single weekend
2. **At last, the secret to [benefit] has arrived.**  
At last, the secret to looking fabulous in shorts, has arrived
3. **Little known ways to [blank]**  
Little know ways to use your Nutri Bullet beyond smoothies and juice.
4. **How to build a [blank] you can be proud of**  
How to build a outdoor living space you can be proud of
5. **How [person] got [desired result] without [undesired result]**  
How Jenny got rid of one use plastics, with less than \$30

### Try it.

What are the results your customers are hoping to get from purchasing your products? Brainstorm 5 below.

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What objections do your customers have for not buying your products? Brainstorm 5 below.

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Combine the two lists to come up with as many headline options as you can using this formula

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# 34 SUBJECT LINES & CONTENT IDEAS THAT SHOUT "OPEN ME!"

## FORMULA #4: WHAT IF...? AND OTHER QUESTIONS

- 1. What if you [action] but [blank]?**  
What if you need chocolate but you're on a diet?
- 2. What would you pick if you could [action] with just ONE item?**  
What would you pick if you could updated your wardrobe with just ONE item.
- 3. What the heck is [product] and how do you use it?**  
What the heck is a squeegee and how do you use it?
- 4. Are you ready to [action]?**  
Are you ready to wake up in the Greek Islands every day?
- 5. Are you worried?**

### Try it.

Questions are usually better than statements. Pull out some of your old emails and see if you can refashion the subject lines into fun questions instead.

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YOUR TURN

# 34 SUBJECT LINES & CONTENT IDEAS THAT SHOUT "OPEN ME!"

## FORMULA #5: GET A LITTLE BIT PERSONAL

- 1. I don't think you've met [staff member/customer/supplier].**  
I don't think you've met Dee - Our Saturday Superhero
- 2. I might get in trouble for this / I'm kind of embarrassed to tell you**
- 3. Last week I [event]**  
Last week I went shopping in my pajamas
- 4. Answered: your most burning questions about [blank]**  
Answered: your most burning questions about what it's really like to shop a trade fair
- 5. You're allowed to hate me, but I love this/these...**

### Try it.

Stories are a great way to connect with your customers. Telling a story about yourself, your business, your staff, a supplier or a positive customer experience will make your customers feel closer to you. Story starters help communicate the passion behind your store and offer a valuable change to the constant stream of discount / sale offerings in a customer's inbox.

Brainstorm 5 stories you could share below.

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YOUR TURN

# 34 SUBJECT LINES & CONTENT IDEAS THAT SHOUT "OPEN ME!"

## FORMULA #6: IT'S ALL IN THE NUMBERS

- 1. 7 facts about [blank] you may not have known**  
7 facts about aluminum pans you may not have known
- 2. 12 up and comers to watching in [industry]**  
12 up and comers to watch in skincare
- 3. 8 embarrassing [blank] we're all guilty of**  
8 embarrassing fashion faux pas we're all guilty of
- 4. How to build a [blank] you can be proud of**  
How to build a outdoor living space you can be proud of
- 5. Get rid of [problem] once and for all.**  
Get rid of one use plastics once and for all.

### Try it.

What are the results your customers are hoping to get from purchasing your products? Brainstorm 5 below.

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What objections do your customers have for not buying your products? Brainstorm 5 below.

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Combine the two lists to come up with as many headline options as you can using this formula

YOUR TURN

# 34 SUBJECT LINES & CONTENT IDEAS THAT SHOUT "OPEN ME!"

## FORMULA #7: WORK WITH THE SEASONS

- 1. Do you have your [blank] ready for [season]?**  
Do you have your school supplies sorted?
- 2. 5 things we hate about [season / holiday].**  
5 things we hate about Winter.
- 3. We've got [person] covered with gifts under [price]**  
We've got teacher presents covered, with gifts under \$17
- 4. The best [product] you'll see all [season] has/have landed.**  
The fascinators you'll see all race season have landed.
- 5. Bring all the [adjective] this [season] with [product]**  
Bring all the vahvooom this holiday season, with the party dresses your friends will all covet.

### Try it.

Add your most popular buying periods, seasons, holidays and local events below.

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What are customers purchasing at these times? Brainstorm 5 below.

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Combine the two lists to come up with as many headline options as you can using this formula

YOUR TURN

# BONUS SWIPE COPY

## NON-CHEESY WAYS TO SAY YOU'RE HAVING A SALE

1. You're invited...
2. Your early invite...
3. Shhhh this is a VIP event only
4. \$19 today. \$49 tomorrow. Final hours to save \$30
5. I don't want to alarm you %FIRSTNAME% but [product] has almost sold out
6. Last chance to claim your free gift
7. Only [number] left at this price
8. Exclusive offer ends tomorrow
9. 20% off for just 20 hours.
10. Our Don't Think Just Do It sale has **STARTED**