

Top 10 Email Tips

1. Use your **whole name in the "From" section**. Or, if your subscribers are more familiar with your business name, then use that as the Sender's name. The first thing your subscribers will look at, even before the subject line, is whom the email is from.
2. Make your name stand out by **using special characters**, such as asterisks or squiggly lines, as shown in the example below.



3. Brand your emails with a **consistent label on your subject line**, usually in parentheses or brackets (again, see the example above). This helps your subscribers recognize your emails.
4. Use **short but compelling subject lines**. Never ever use spammy ones, such as "I deposited \$500 in your PayPal account."
5. **Long email or short?** It should be long enough to say what you want to say, but concise and to the point.
6. Have one, and **only one, main goal** for each email. Don't try to accomplish too many things with one email.
7. **Write as you would talk**. Be casual and personable.
8. Inject some **personality** and some of your personal life into each email -- as long as it's relevant and you're comfortable with it.
9. Sign with your **full name and URL**. Don't sign with just your first name, because often, people forget who you are. Also, include the URL of your website - where your subscribers most likely joined your list - to help them remember you.
10. Include a **reminder that your reader signed up** for your list. This will help reduce the number of spam complaints you may get.

One footer that I like to use is below. It's something I adapted from Jit Uppal of gettingstartedonlinefast.com (Note: The merge fields below are for Aweber. If you use another email marketing service, you'll need to use your provider's merge codes.):

This email is never sent unsolicited.

You're a valued subscriber to my email list.

You Subscribed On: {!signdate long}

Using First Name: {!firstname_fix}

Using Email Address: {!email}

Need to remember why you subscribed? Revisit this page: {!add_url}

If you've changed your mind about subscribing to this email, you can permanently unsubscribe using the link below.

I hope you find these tips useful. Print it out, paste it beside your computer, and refer to it before you send out an email to your subscribers.

Got questions? Feel free to send them to me at lexidesk@gmail.com - I love hearing from you!



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