

Dinky Doc: email marketing template

Audience: always start by focusing on one, then scale and tweak for each additional audience.

Design: ensure there's lots of white space, and your sentences/paragraphs are short.

Tone of voice: the inbox is a sacred space, so be personal and friendly.

Focus:

- Highlight a case study / use case
- Drive-to a marketing asset, like a blog post, white paper, webinar...
- Share tools and resources
- Show behind the scenes / personal stories
- Educate with FAQs, or challenging the status quo

Goal: this is not a vanity metric, like the number of emails opened – rather the actions taken.

Subject line: best practice is to keep it to 45-characters including spaces.

Preview text: 1-sentence that communicates what the email contains and hooks the audience in.

Body copy:

Immediately submerge the audience in your copy. For example:

- Say something controversial or challenge their thinking
- Ask a question
- Share a shocking statistic – “*Did you know...*”

State why you're sending this email and why now – think of it like the email's value proposition.

Distil and communicate a lot of key information quickly using the bullet point formula:
“*It [FEATURE] so you can [BENEFIT], which means [VALUE].*”

Think about using sub-heading(s) to communicate key information.

Don't forget your call-to-action. Make it specific and easy for them to do.

Finish with your standard sign-off so the audience knows the email has come from you personally.

P.S.: don't forget the stealth close – it's the perfect opportunity to restate your proposition and get the audience to take action.

