



*This course is about establishing a creative business and a life you love.*

## ACTION GUIDE: Module 4

This MODULE is about **What to write about and How to write your emails. We also talk about Best Guidelines for emails, and How to Plan your Email Content.**

YOUR ASSIGNMENT FOR THIS MODULE:

1. Start below, in order, and **go through your email writing checklist.**
2. **Download the Email SWIPE FILES** in the course page.
3. Using the Email SWIPE FILES, **write your first 3 emails.** Do it now so you learn to get in the groove while the information is fresh in your head! (I recommend you watch the video twice and take notes, to really understand this.)
4. Make sure you have a photo App where you can edit your photos to look great, and make a small file size.
5. EXTRA CREDIT: Schedule your emails to go out ahead of time.

### Writing Your Email Content Checklist:

- FIRST: Send out your first email** – announce that you are diving back into your art and are super excited to share with them.
  - If you don't have an email server yet, start with your computer email platform, and add a photo of one of your recent paintings. (Make sure it's a small file size so it loads quickly).
  - You can offer an art gift to friends and family to get them to agree to be on your list
    - *See the SWIPE FILE "Starter Email Scripts" on the [course page](#) for a template on how to write your email.*

**IMPORTANT NOTE ON PHOTOS:** Don't use too many photos or the images won't load for some people. One or in some cases a few small photos will do. Then you can link to your website or social media for more photos. Your photos should always be small file size, like 600px.

- SECOND: Schedule your quarterly or monthly emails on your calendar**
  - Create a list of content ideas and a time you'll write them each month/quarter.
    - *Use the SWIPE FILE "31 Email Ideas" on the [course page](#) for a template.*
  - Write your first 3 emails so you have them ready to go.

- Always have a CTA, Call to Action in your email, such as, “Click here to see my latest painting on Instagram.” OR “Click here to shop my prints.”
  - Your Call to Action should be aligned with your business goals.
- Send several emails to warm them up before selling.

### **IMPORTANT NOTE:**

Remember you are always driving people towards a goal with your emails. What is your current goal? Is it to develop the relationship and then sell prints? Is it to warm them up so they like your art and know and trust you? Or to invite them to a show? Keep this in mind so you are always following your goals and dreams, and leading your fans to your goal, while making their lives more beautiful with your Art!



Email Forwarding: Make sure you always have a “forward” or “share” link at the bottom of your emails. Encourage your current subscribers to forward your emails to their friends and colleagues who might be interested in your content.

## **Reminders:**

### **Best guidelines on writing emails:**

- Start with a greeting, informal is best: use their name if possible, which you can insert with your email service.
  - If you are not using an email service yet, just put “Hi” or similar greeting.
- Then go into your main content
  - Write about what you love, and your fans are interested in
  - Keep it valuable and concise
  - *Use the SWIPE FILE “31 Email Ideas PDF” if you want help.*
- Include a CTA call to action – what do you want them to do?
  - Buy a product?
  - Write you back?
  - Go to your website?
  - Answer a question?
  - Everything you write about should be leading them to the action you want them to take.
- Next you’ll have your closing – with “Warmly, Sincerely, Etc” and your name
- You CAN do a PS. – With another call to action, or invite to share with a friend.
- The bottom should have: If you are using an email service – the bottom of your email should have an unsubscribe link and the standard “footer” requirements. Some email services automatically insert this.
- Have a link at the bottom where they can share your email with their friends! Referrals are big! Don’t skip this.

### **OTHER EMAIL TIPS:**

- SCHEDULE YOUR EMAILS:
  - You can create a “content calendar”, where you write down the days and subjects you’d like to write about.
    - You can use your google calendar, or an app like HubSpot or Trello. There are many.
  - It helps to have a list of ideas of what you want to write about – have this handy. (*Use the swipe file below this lesson*)
  - Advanced Tip: You can also PRE-SCHEDULE your emails to go out on your email provider.
- AS FAR AS WRITING YOUR EMAILS:
  - You can schedule your emails subjects of what you’ll write about on a calendar.
  - You can write them as you finish a painting.
  - Some people like to sit down and pre-write their email for the next few months in one day.
- Keep your brand in mind – and the Brand Action Guide answers you wrote – refer to that when you write your emails.
- Always think about your ideal customer in mind when you write your emails.
- Keep it short and simple. People will lose interest if there’s too much going on.
- Break up paragraphs with bold subheads.
- Have any clickable links up high in your email, so they can see them without scrolling (above the fold).
- Keep your sentences not too long and not too complicated.
- Compress your photos, so they load quickly.
- Keep trying things and see what people are clicking on – that’s one of your best indicators. Pay attention to your click rates. That’s more important than an Open Rate.
- Always test new things to find out what works.

**Go get em’!**