

KEEP YOUR MARKETING EMAILS SIMPLE!

# *easy emails guide*

Take the complications out of email newsletters  
with these 4 tips for keeping emails easy.

*from this...*



*to this. (in your emails)*

The sooner you start emailing weekly, the sooner you'll build the deep customer relationships that make entrepreneurship so rewarding!

# *easy emails = emails sent*

## 4 SIMPLE STEPS TO EMAIL YOUR LIST EVERY WEEK

- 1 PICK ONE TINY TOPIC.
- 2 BARE MINIMUM FORMATTING.
- 3 JUMP INTO THE CONTENT.
- 4 SEND TODAY. CONNECT TODAY.

## A SUPERSTAR EMAIL EXAMPLE

## GET MORE HELP WITH YOUR EMAILS

# *easy emails = emails sent*

If you're like most entrepreneurs, you want to build your know, like, and trust factor with your customers and subscribers. And you've heard the best method is emails.

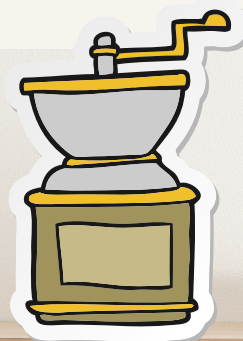
But you feel overwhelmed when you think of the work it takes to put together an email newsletter.

In this Guide, I'll show you that emails don't have to be complicated or time-consuming. I'll help you take the pressure off your emails and make one piece of your marketing just a little easier.

The secret?

## Make it simple.

Marie Kondo your emails:  
pare down, tidy up, and experience  
the magic of minimalism in your emails.



- 1 -

## *pick one tiny topic*

And only 1 picture and 1 call to action. Skip the picture if you don't have one handy.

First of all, the more content, the more time it takes to create – time you don't have if you're going to do this consistently.

(Paradoxically, it's also less content that'll get read.)

This isn't about creating the best email you can. It's about getting you in the habit of sending an email weekly so you can start building connection with your customers. That's your ultimate WHY, isn't it?

Instead: Pick one tiny topic.

What's the one topic you'd like your readers to know right now?

If you can't decide what's most important, pick any one thing. An imperfect email sent is better than an email in your draft folder.

- 2 -

## *bare minimum formatting*

There's no need for multiple headings, graphics, dividers, blockquotes, filters, special fonts, columns, and all the stuff that makes email design complicated.

When you're writing about only one topic, with one pic and one link, you can ignore the formatting that goes into what we think of as "email marketing."

Simple formatting is easiest on the readers' eyes, and it saves you from wishing you had a genie/graphic designer to beckon at midnight on a Wednesday or noon on a Sunday.

Instead: Stay simple with one heading (if that), 1-2 colors (at most), and plain text on a light background.

- 3 -

## *jump into the content*

Resist the urge to explain yourself in a long intro.  
...to set up your email with a meandering story about how you came to this topic.  
...to provide a lot of detailed background info.  
...or to explain why you've been too busy to send more emails.

Imagine this: Your kid wakes up hangry (hungry + angry!☹️). You forgot to get groceries last night, so you have no easy options. But you find flour and eggs, and Google hands you a biscuit recipe. Gold!

To get to the recipe, though, you have to scroll through 10 paragraphs about the origin of the recipe. You came for the biscuits and can be tempted to stay for the blogger's style and personality. But the biscuit story isn't pulling anyone in.

Don't hide your email content behind a wall of explanations.

Instead: Skip the long intro. Just say what you came to say.

- 4 -

## *send today. connect today.*

Don't save up your emails for when you have more content or better content.

The best emails to your list are simple, direct, and have one message you believe your readers care about.

When you email regularly, you get to have a quick conversation with your subscribers. You don't feel the pressure to come off like a big deal, Fortune 500 company. You get to be yourself. Over time, *that* is what connects with your customers.

What's more, you take the pressure off yourself to do more, to "be a better entrepreneur." You're doing plenty to put yourself in a position to succeed.

Instead: Connect today. Remember, an imperfect email *sent* is better than an email in your draft folder.

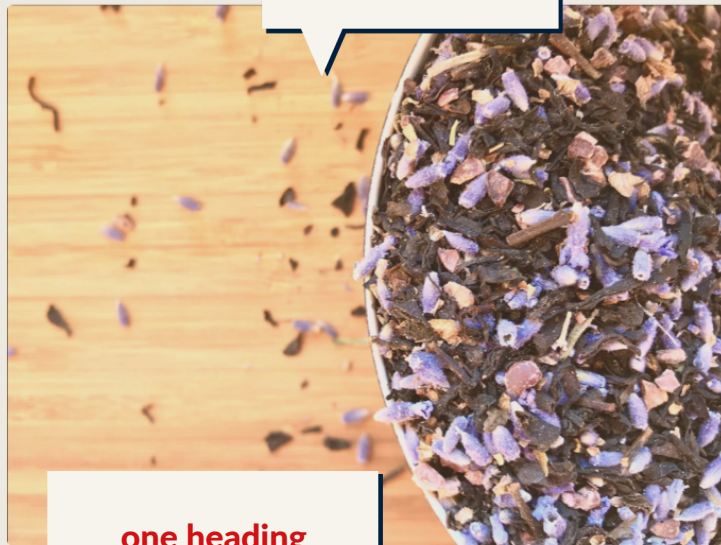


# *a superstar example*

## Good Medicine Tea

Drink. Discover. Thrive.

one simple pic



one heading

### Our new tea blend: Lavender Truffle, a drinkable winter indulgence

one topic:  
the new tea

super short  
intro

When the days get cold, almost without thinking about it, I start adding cream and honey to my morning tea. It's as if my body knows it needs that little indulgence to prepare for shorter, colder winter days.

GMT's new tea blend, Lavender Truffle, embodies the indulgence I crave this time of year.

Mellow black tea, floral lavender, a hint of chocolate cacao, and caramely richness — *a drinkable lavender truffle!*

gets right to  
the content

**My new blend also showcases locally grown, organic, to-die-for lavender!**

We've been trying to source organic lavender in the Columbia River Gorge for years. We finally found it, grown and dried 8½ miles from our production space, at [Analemma Wines](#). It has a sweet, herbaceous flavor profile that's perfect for this dessert tea.



informative,  
not going overboard  
with details

perfect for this dessert tea.

Wondering why a wine producer would plant lavender? The lavender is planted between grape vines at Analemma Wines in Mosier, Oregon, increasing biodiversity and providing for pollinators.

Winegrowers often place aromatic plants like lavender among their vines, in hope that those aromatics will be captured in the grapes as their skins weather and absorb the surrounding elements.

short, simple, and  
sent on time.

minimal  
formatting

**Turner's take on my new blend:** When Turner smelled Lavender Truffle for the first time, he looked at me, both amazed and delighted, and said, "It smells like candy."

"Is that a good thing?" I asked. I had to be sure.

"Yes!" was his enthusiastic reply.



Grab your [November Subscriber Perk, a free sample of Lavender Truffle](#), available [until November 15](#). Or, if you know this is your kind of tea, grab a canister — they're available on our website!

Cheers,  
Alexa

casual writing; this is  
how Alexa speaks

SHOP LAVENDER TRUFFLE

one call to action

SHOP GOOD MEDICINE TEA

included in every  
email for consistency



# *get more help*



Still not sure how to do all this?

Join my Facebook group, Marketing Minimalism, where you can submit an email you're working on for a

**FREE WRITING REHAB!**

(edits and feedback from me)

JOIN THE  
FACEBOOK GROUP