

"You're elevating our business. It's incredible."
- Alexa at Good Medicine Tea

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UNCONVENTIONAL REASONS TO Make Emails Your #1 Marketing Strategy

Hint: They aim for high open rates
among a small, devoted group.



SIMPLIFY LIFE + MARKETING. BY ANDREA MORRIS

These aren't the typical reasons you've read about before, like 38% ROI, owning your list, or even increasing sales.

They aim for high open rates among a **small, devoted group** by getting people to care about you because **you respect them**.

These ideas are for building **connection** and long-term **relationships** with your subscribers.

They're the lessons I've learned from emailing my list consistently.

I hope these ideas spark some of your own!

Andrea

andrea@aripemango.com



- 1** Email marketing requires few skills that can't be learned quickly and then practiced.
- 2** The skills to do it well **serve us in all areas of life**: writing, communication, persuasion, showing up consistently.
- 3** It's done on your own time.



- 4** It's **respectful communication**.
- 5** It scales impeccably, but you can keep it small and do very well.
- 6** It's **creatively challenging** (the best kind).
- 7** You get to decide the pace, sending daily, monthly, or in between.
- 8** It **rewards** improvement – the better you are, the more people connect.

Think about it:

How do these reasons apply to your business?

- 9** It's slow to change. The process has stayed mostly the same for...decades?
- 10** There's freedom to experiment outside the boxed-in cultures of social media.
- 11** You can **be yourself**; no humble-bragging, purposely controversial statements, or excessive enthusiasm required for attention.
- 12** It **focuses, simplifies, and streamlines** your marketing if you choose.
- 13** You're prioritizing the right thing: sharing what you know with people you respect.
- 14** It's a **long game** (the best kind if your goal is to prioritize your customers' satisfaction with your product).



Think about it:

How do these reasons apply to your business?

- 15** Use it to **clarify** your business messaging.
- 16** You'll practice putting your ideas into words.
- 17** You – *anyone* – can learn to write engaging emails that connect in your own style.
- 18** When you write in your own style, you don't have to worry about your subject lines. People will open **because they like you**.



19 You'll have private email conversations with people who started as strangers...**one of the most magical outcomes**.

20 Humans (not algorithms) decide every time whether your content is worth reading. You can try hard to **make it worth reading**.

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How do these reasons apply to your business?

Final Bonus:

You'll also get the **trust, connection, high open rate**, and **increased sales** you expect.

I'm not *necessarily* trying to convince you to go all-in on email newsletters. If you value these concepts, you can transfer some of them to other types of marketing.

But if you're already keen on making **well-written emails a key part** of your marketing...

Stick around. It's what
A Ripe Mango is all about.

join the list

to hear about my next
Better Emails Workshop.



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