

The 7 elements of a captivating email



Hi [Name],

Thank you so much for signing up!
Watch your inbox because I'll be offering some
goodies for you very soon.



**Can I ask you one thing [Name]? Join the FB
Group and tell me one thing you're trying to
achieve.** I'll do my best to help you in there!

Love and sunny days,

Lais

1. Call your reader by her name in unexpected parts of the email.
2. Use your hand signature.
3. Add a picture of you to remind them of who you are.
4. Write the way you speak.
5. Start a conversation.
6. Close with a strong or inspiring phrase.
7. Use GIFs when you need to call attention to something important.

ANOTHER PLACE TO CALL READERS BY THEIR NAME

It's easy to add subscribers names to the subject of your emails.

Marie Forleo	Entrada	Lais — I had to write you about this... - My dearest Lais, I did not plan to send you another email	16/12/2016
Whitney, eu (6)	Entrada	real quick, Lais, what's your blog url? - weekend! Lais 2017-01-27 13:48 GMT-02:00 Whitney Ry	27 de jan

A lot of people do that but few in a way that builds relationship. Usually it's an alert. Something like, "LAST CHANCE, Laís!". I'm sure you got that one. It's effective, but it brings negative emotions. And that gets associated to the brand and the sender.

Done the right way, it sounds friendly and generates engagement. And if you answer to people that reply to your email, you can get a fan or a partner. Whitney did that.