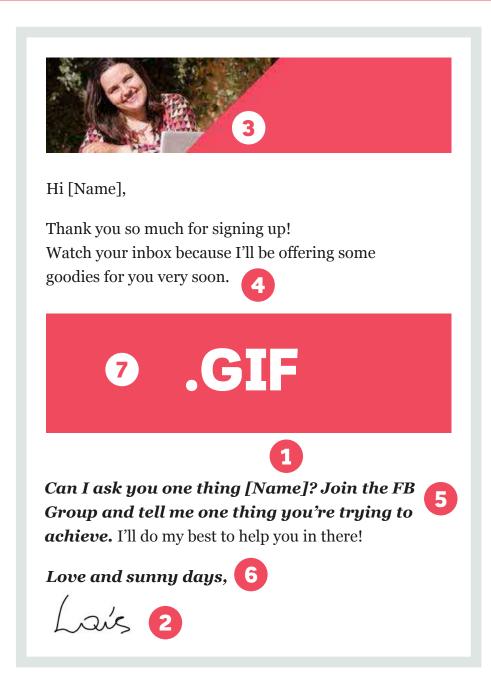
The 7 elements of a captivating email



- 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.



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.