

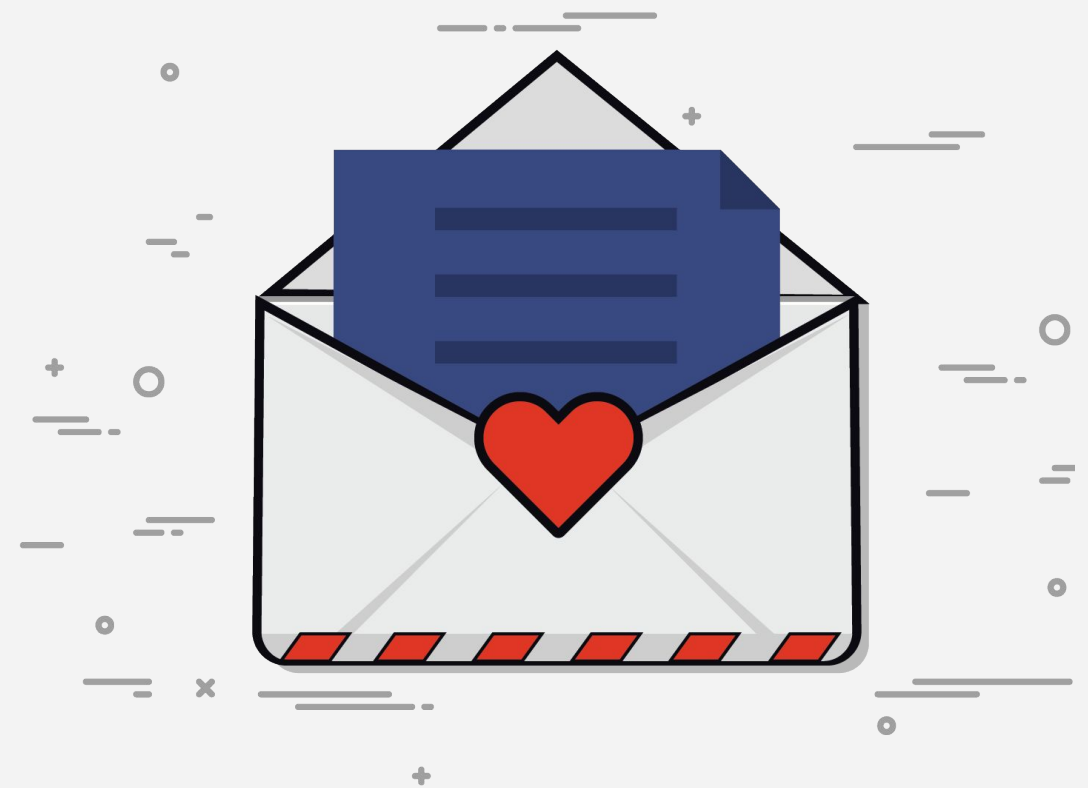
# The Dinner Party Strategy

# email marketing done right



# This workbook is built for you if...

- You send emails to an existing list for your brand.
- You feel completely overwhelmed by the idea of segmenting your list.
- You aren't sure what kinds of emails to send besides links to your latest products and coupons.
- You don't want to “over-email” your list.



# Hi, Hey, Hello



## A little bit about me:

- I'm an email marketing conversion copywriter + strategist
- I've worked with brands like Kettle & Fire, Legendary Foods, JoySpring, Brooklyn Biltong, 10 Percent Happier, Segment and more to build their email strategies
- I write regular email onboarding tear downs on my blog
- I'm pretty obsessed with churn reduction through email
- GIFs are my love language

# Here's What You'll Learn In These Pages

- A framework for your email marketing
- What kind of subject lines you should actually use
- How to style your emails so they are read
- How to avoid the dreaded spam folder



# Here's what I know for sure

**There's no one right answer for email marketing.** What works for one business might not work for yours.

Testing is everything. No more set it and forget it.

You can be an email pro!















# Let me introduce you to The Dinner Party Strategy



To start, take a look at these welcome sequences.  
See if anything stands out to you.

<input type="checkbox"/>			Girlfriend Collecti.	The legging that started it all. - perfect. Girlfriend Collective 1414 NE 42nd St S...	Feb 19
<input type="checkbox"/>			Girlfriend Collecti.	Welcome to the Collective - longer want to receive these emails? Unsubscribe . ...	Feb 16
<input type="checkbox"/>			Native Shoes	Welcome to the Nativerse 🌟 - your first Native Shoes purchase! #keepitlite Vie...	8/15/18
<input type="checkbox"/>			Andie Swim	Not sure where to start? Find your fit! - No longer want to receive these emails?...	Jul 7
<input type="checkbox"/>			Andie Swim	You're in! Welcome to Andie Swim! - No longer want to receive these emails? M...	Jul 5

To start, take a look at these welcome sequences.  
See if anything stands out to you.

<input type="checkbox"/>			Girlfriend Collecti.	The legging that started it all. - perfect. Girlfriend Collective 1414 NE 42nd St S...	Feb 19
<input type="checkbox"/>			Girlfriend Collecti.	Welcome to the Collective - longer want to receive these emails? Unsubscribe . ...	Feb 16
<input type="checkbox"/>			Native Shoes	Welcome to the Nativverse 🌟 - your first Native Shoes purchase! #keepitlite Vie...	8/15/18
<input type="checkbox"/>			Andie Swim	Not sure where to start? Find your fit! - No longer want to receive these emails?...	Jul 7
<input type="checkbox"/>			Andie Swim	You're in! Welcome to Andie Swim! - No longer want to receive these emails? M...	Jul 5

## **They're all the bare minimum. (If that, tbh.)**

A welcome, maybe one other email, and then straight into the promotional email bin they go. Not exactly the most compelling way to start a new relationship with your potential customers.



# Why not plan a party instead?

**To get ready for you dinner party, you'll need:**

- |                       |                       |
|-----------------------|-----------------------|
| <b>1. Welcome</b>     | <b>4. Side Dishes</b> |
| <b>2. Appetizers</b>  | <b>5. Dessert</b>     |
| <b>3. Main Course</b> | <b>6. Invite Back</b> |



# 1. A Warm Welcome

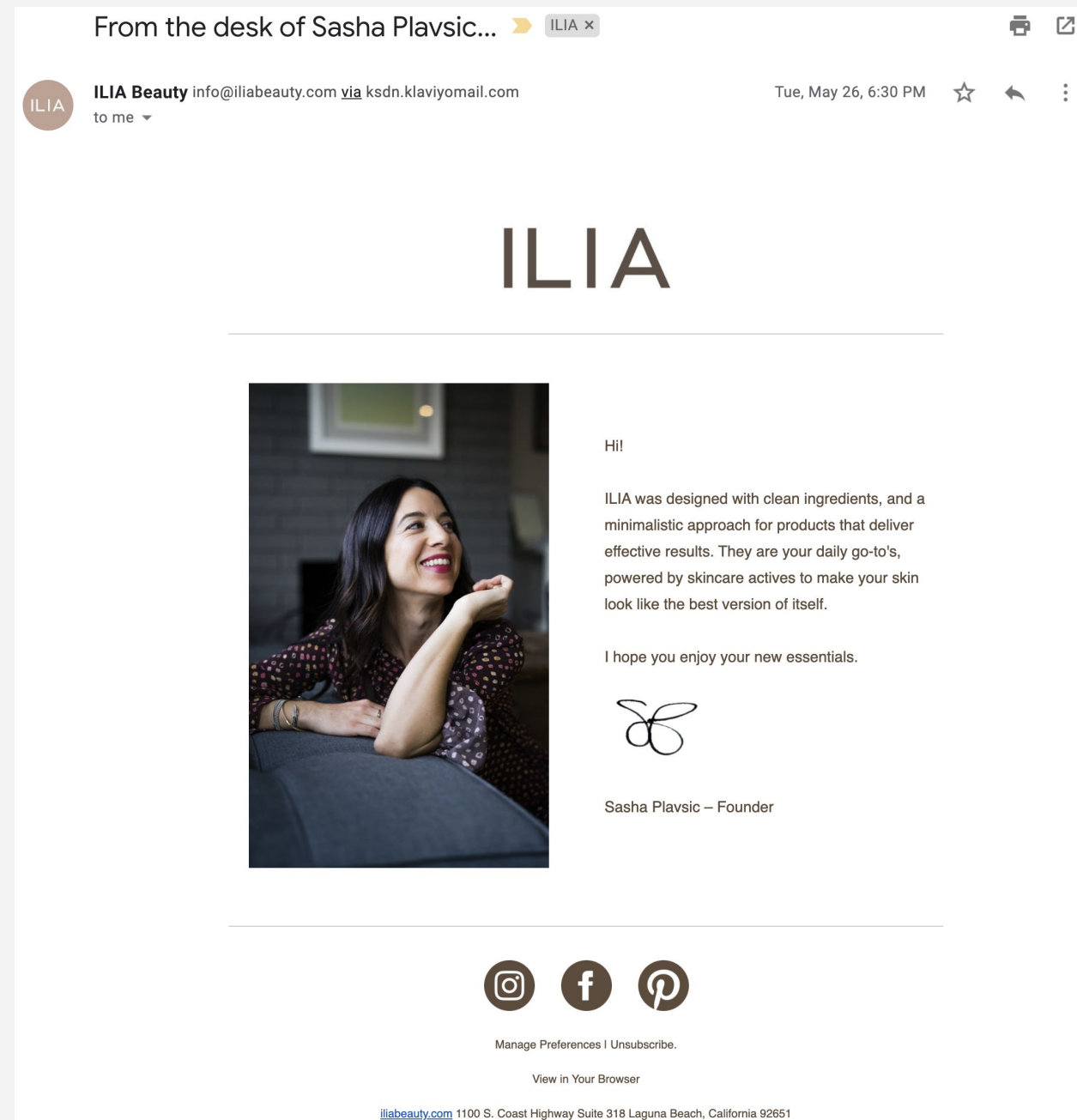
You wouldn't greet someone at your house by turning your back to them, letting them fumble with their bags and shoes while trying to figure out where to put their coat, and you certainly wouldn't start shoving the main course in their face before they've even walked in the door.

A dinner party requires a warm welcome, a friendly greeting, and lots of pacing. This email is the beginning of a beautiful relationship... so treat it like one.

Say hi, make sure they feel welcome and comfortable, and get to know them. You can stuff their face with pot roast, er, your product, later.

Check out the sample warm welcome from Sasha at ILIA Beauty on the next page —>

# Sample Warm Welcome



## 2. Appetizers = Value

Now that your guests are nice and cozy, you start bringing the value. In a dinner party value looks like appetizers, drinks, snacks. (Who doesn't love snacks?!)

In an onboarding sequence, value is giving your new customers what they need, not your product. Remember, your customers (should) have other touchpoints, like in-app messaging, so you can stick to delivering value and hit them with product features later.

If you must talk features, do it from a value-based perspective. What benefit will the customer get from using this feature? Make it about them and their goals.

Like this section of an email from Nisolo—>

# Sample Value Email

Donate your used and worn shoes!  
Here's how you can participate in our Shoe  
Reclamation Program with Soles4Souls.



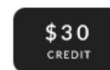
REGISTER  
YOUR SHOES



PRINT  
AND PACK  
A FORM



SHIP  
YOUR SHOES  
TO US



RECEIVE  
A \$30  
CREDIT\*

GET STARTED

*S4S is a Nashville based non-profit whose mission is  
to create sustainable jobs and provide relief through the  
distribution of shoes and clothing around the world.*

85%

*of our clothing and shoes  
can be recycled or reused,  
yet 99% ends up in landfills.*



# 3. Main Course = Your Product

This is the moment you've been waiting for... you get to talk about your product!

At your dinner party it's finally time to serve the main course and in your onboarding sequence that means this email is dedicated to the product.

But think about that dinner. Let's say you're serving pot roast as the main course. The conversation is going to be pretty boring if you focus on how long it took you to shop for that cut of beef, how much it cost you to buy, how your kids screamed in the car on the way home from the grocery store. Who. Cares.

If your conversation centers on what matters most to your guests (how the beef was grass-fed, you used a family recipe, it pairs well with the wine) your dinner party is going to build connection and engagement.

People will be talking. Like this email from Thrive Market —>

# Sample Product Email

A NEW way to shop our beauty aisle 🙌🏻👩🏻💡



Thrive Market <hello@thrivemarket.com> [Unsubscribe](#)  
to me ▾

Sat, May 18, 2019, 11:15 AM



THRIVE  
- MARKET -

Deals

Reorder

Thrive Cash



## Shop By Your Skin's Needs

Now it's easier to find what you're looking for

Shop by Skin Concern



# 4. Side Dish = More Value

A main course alone doesn't make for a good dinner party.

And product-focused emails alone (no matter how value-based) don't make for good onboarding.

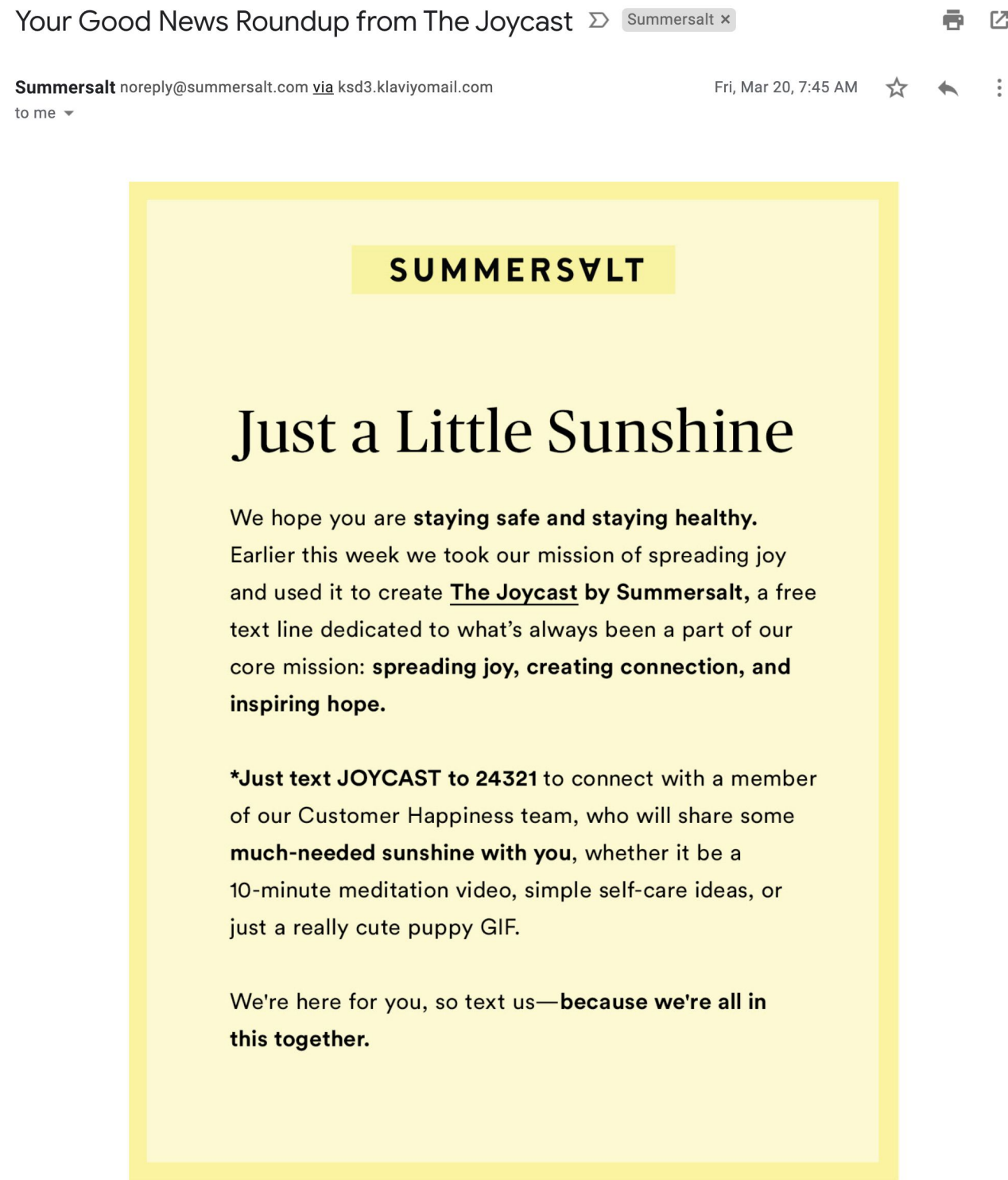
Your new customers are trying to learn a new skill, show off to their boss, feel confident and competent, and they feel pretty alone in doing all of this.

But you can change that!

Delivering value again (aka teach what you know) is the best way to keep the connection going between those new customers and your brand. Teach them something and you'll be friends forever.

Summersalt offered subscribers an option to get joy-boosting emails and SMS during quarantine —>

# Sample Value Email



# 5. Dessert = Bonus!

Think it's time to talk product again?

Not so fast.

Well, at least not in the context of what's in it for them.

At this point in your dinner party/onboarding sequence things are starting to wrap up. They're either purchased or they haven't, guests are going home.

Get them to stick around a little longer with an enticing dessert!

An opportunity to try a sample size of a product is totally sweet —>



# Sample Bonus Email

Try Briogeo for half the price! 🙌🏻

Brigeo x

**Briogeo Hair Care** support@briogeoohair.com via ksd2.klaviyomail.com  
to me ▾

Wed, Mar 11, 8:22 PM



FREE SAMPLES with your order + FREE SHIPPING on all orders over \$60

**Briogeo**

## Sample Briogeo for just \$25

These TSA-friendly minis are perfect for you  
jet setting babes, or just to keep in your purse  
for an on-the-go touch up

SHOP TRAVEL KITS

*Because your hair deserves better  
than hotel shampoo!*

Scalp Revival  
scalp soothing travel kit



# 6. Return Invite

The dishes are dirty, bellies are full, new friends have been made, and dessert plates have been cleared.

Now what?

A good party host invites their friends back. They plan the next gathering (assuming everyone had a good time, of course). And you can do that in your onboarding too.


When a customer doesn't convert right away, sometimes that's just the beginning. You could offer to extend their welcome coupon, invite them to join a personal shopping session, or get them to engage with you via email exchange about what worked and what didn't (there's gold in those replies, btw)

Check out the sample return invite from the team at Felix Gray —>

# Sample Return Invite


Felix Gray

Don't let your FSA dollars go to waste







Time is running out to use your pre-tax health care dollars on a pair of Felix Grays. Order by midnight on 12/31 to start the new year with happy eyes!

[SHOP EYEGLASSES](#) [SHOP SUNGLASSES](#)

 What is FSA?

A Flexible Spending Account (FSA) lets you set aside pre-tax dollars for expenses related to health care. All Felix Gray eyeglasses and sunglasses are FSA and HSA (Health Savings Account) eligible and pre-approved.











FREE SHIPPING, RETURNS, AND EXCHANGES. YAY!

# Of course, your emails have to be opened. So let's talk about subject lines and open rates.

Industry	Open	Click	Soft Bounce	Hard Bounce	Abuse	Unsub
Restaurant	24.0%	1.6%	0.4%	0.3%	0.0%	0.3%
Health and Fitness	23.4%	3.1%	0.5%	0.5%	0.0%	0.4%
Manufacturing	23.4%	2.7%	1.6%	1.1%	0.0%	0.4%
Other	23.4%	3.1%	0.9%	0.7%	0.0%	0.3%
Creative Services/Agency	23.3%	3.0%	1.2%	1.0%	0.0%	0.4%
Medical, Dental, and Healthcare	23.1%	2.7%	0.8%	0.8%	0.1%	0.3%
Music and Musicians	23.0%	2.9%	0.7%	0.5%	0.0%	0.3%
Media and Publishing	22.8%	4.8%	0.3%	0.2%	0.0%	0.1%
Politics	22.8%	2.3%	0.5%	0.5%	0.0%	0.2%
Education and Training	22.7%	3.0%	0.6%	0.6%	0.0%	0.2%

# Spend time on the subject line

<input type="checkbox"/>   Bombas	What's Comfy, Colorful, And Never Slips? - email.bombas .com...	Mar 31
<input type="checkbox"/>   <b>Dropp</b> s	<b>Meet your laundry room sidekicks.</b> - Shop our laundry access...	<b>10/22/19</b>
<input type="checkbox"/>   <b>Blume</b>	<b>You've got a friend in me</b> - Here are all the things you told us ab...	<b>Feb 15</b>
<input type="checkbox"/>   Girlfriend Collecti.	What's up? - All of your burning questions about sizing, sustai...	Feb 24
<input type="checkbox"/>   <b>KiwiCo</b>	<b>Your Weekend's DIY Activities</b> - KiwiCo PLUS see what makes ...	<b>Jul 26</b>



# Spend time on the subject line

## Notice anything about these subject lines?

☐   Backcountry.com      Your Arc'teryx coupon expires today - There's still time to save!...      11/24/19

☐   Recess      the only WFH guide you won't regret reading - until you do      ...      Mar 17

☐   Bombas      What's Comfy, Colorful, And Never Slips? - email.bombas .com...      Mar 31

☐   Dropps      **Meet your laundry room sidekicks.** - Shop our laundry access...      10/22/19















☐   Blume      **You've got a friend in me** - Here are all the things you told us ab...      Feb 15

☐   Girlfriend Collecti.      What's up? - All of your burning questions about sizing, sustai...      Feb 24

☐   KiwiCo      **Your Weekend's DIY Activities** - KiwiCo PLUS see what makes ...      Jul 26

# Spend time on the subject line

**Notice anything about these subject lines?**

<input type="checkbox"/>   Backcountry.com	Your Arc'teryx coupon expires today - There's still time to save!...	11/24/19
<input type="checkbox"/>   Recess	the only WFH guide you won't regret reading - until you do ...	Mar 17
<input type="checkbox"/>   Bombas	What's Comfy, Colorful, And Never Slips? - email.bombas .com...	Mar 31
<input type="checkbox"/>   Dropps	Meet your laundry room sidekicks. - Shop our laundry access...	10/22/19
<input type="checkbox"/>   Blume	You've got a friend in me - Here are all the things you told us ab...	Feb 15
<input type="checkbox"/>   Girlfriend Collecti.	What's up? - All of your burning questions about sizing, sustai...	Feb 24
<input type="checkbox"/>   KiwiCo	Your Weekend's DIY Activities - KiwiCo PLUS see what makes ...	Jul 26

**They're questions and/or use “you” or “your”**

# Generate it!

Not sure if your subject line is gonna work?  
You can generate it (with the generator formula link)  
or analyze one you've already written (with the headline analyzer)

<https://kopywritingcourse.com/subject-line-generator-formula/>

<https://coschedule.com/headline-analyzer>

# Avoiding the SPAM trap

Once you land your email in the inbox with an irresistible subject line, you've reached one of the most important parts: the actual email content.

Promo after promo after promo gets old, but if your emails regularly provide useful information, you'll earn a reputation with your readers – and that means more opens overall.

Putting a first name in a subject line is not the kind of *personal* you want to think about. Try writing an email to your list the same way you'd write an email to a friend – friendly, respectful, and never boring.

The world is full of distractions – your emails shouldn't be. A cluttered or confusing layout can get in the way of your message, and might not display properly on mobile. Take a look at your email in different forms before you send, and make sure it's easy to read!

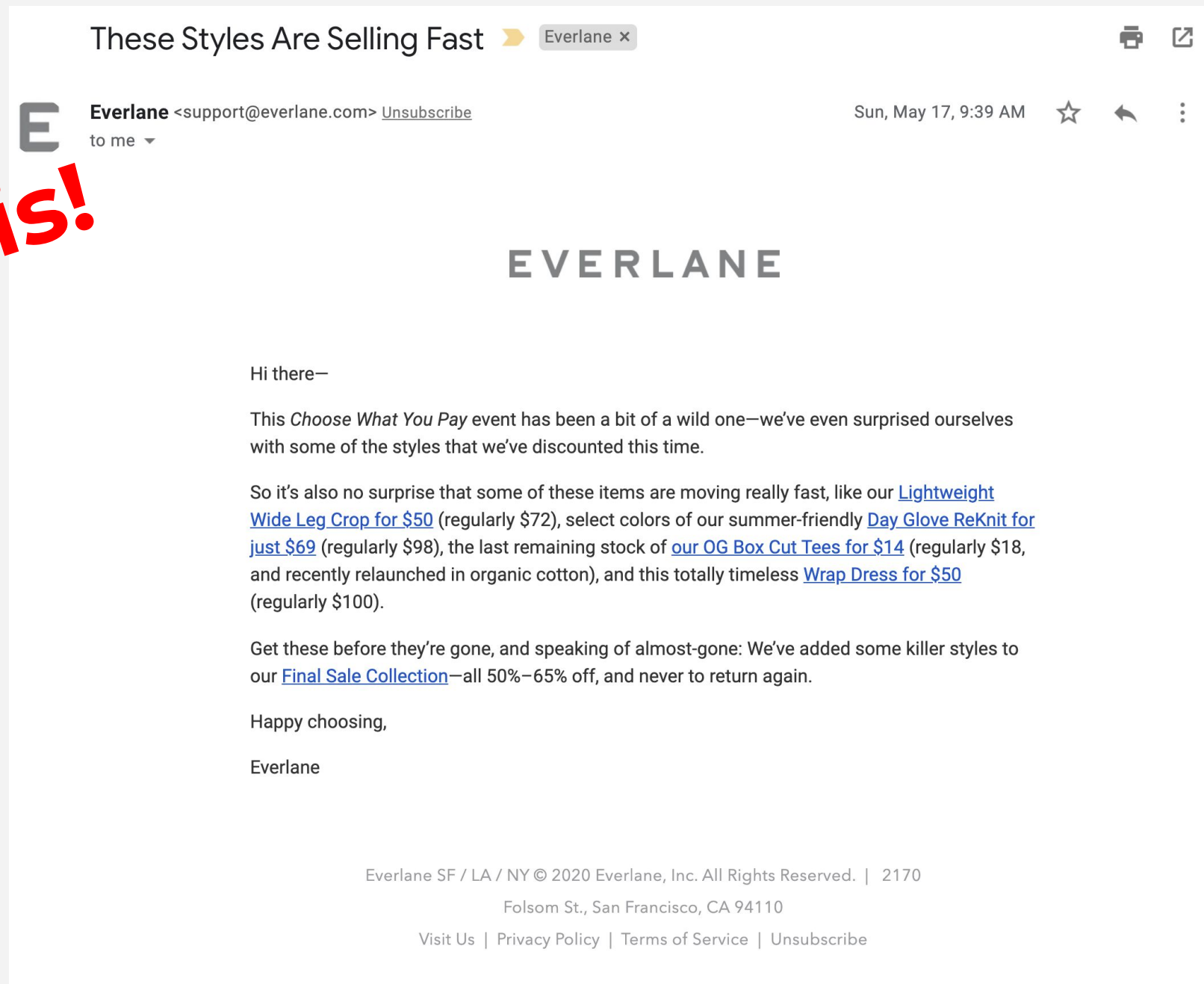
# Email Styling Tips



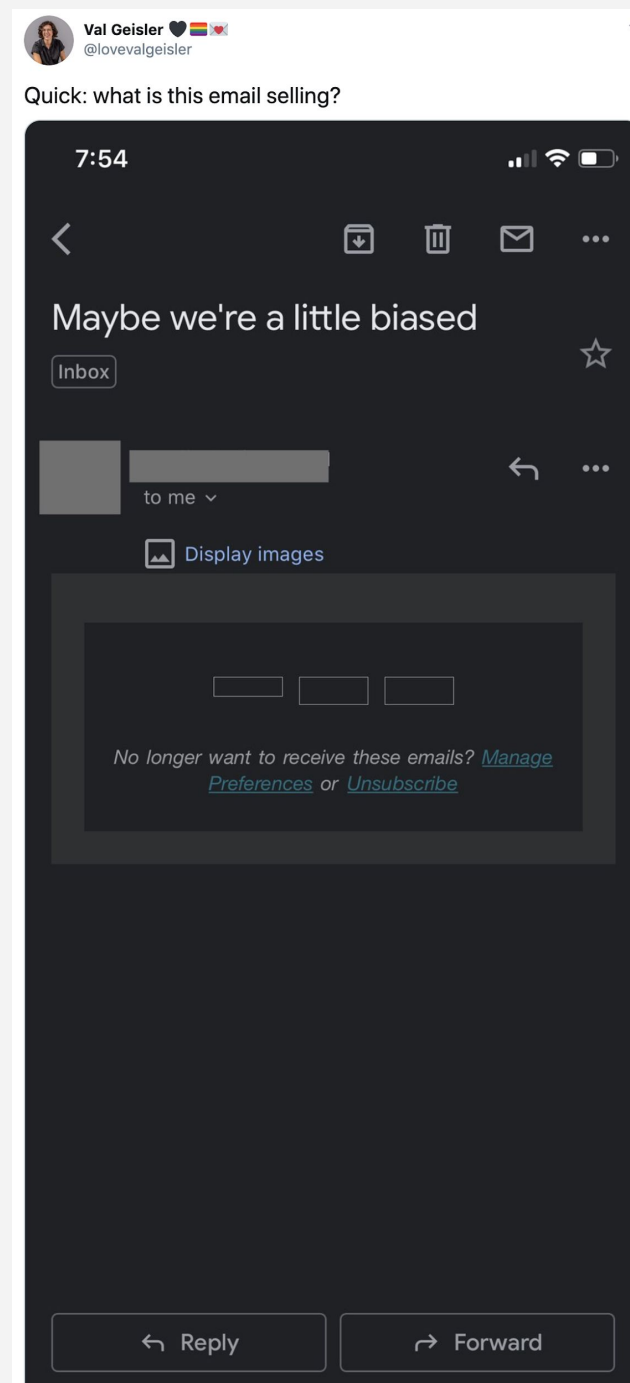


# Text Based Emails Build Relationships

Like this!



# Remember that accessibility matters



**Yikes!** 🤪

# Above all else

Be useful.

Get personal.

Limit distractions.

While You're Waiting for Lume, Let's Get Old Deodorant Out of Your Clothes 🧥 ➡ Lume x



**Shannon at Lume Deodorant** support@lumedeorant.com via gmail.mcsv.net to me ▾

Wed, Feb 6, 2019, 7:15 AM



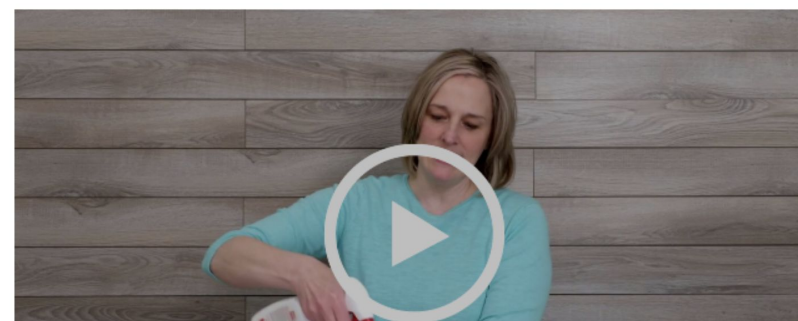
## Lingering B.O. in your clothing? Here's how to get it out.

Have you ever put on a shirt and after just an hour or two you think, "Do I smell?"

It could be lingering odor in your clothing, especially with manmade fibers.

The waxes and oils found in antiperspirants, natural deodorants and fabric softeners melt into fabrics and are tough to wash out. This allows bacteria and BO to stick around in your clothing wash after wash after wash.

It's always a good idea to pre-treat clothing, especially those betrayed by past antiperspirants and deodorants. If you use Lume every day, you'll have less worry about lingering odor because it's water-based.



# Put it to work!

Email is all about testing - which two things are you taking away from today for your own email marketing?

**Find me on Twitter and tell me what you learned - @lovevalgeisler**



# No matter what, please remember...



This is NOT just theory

This is exactly what I do every day with my clients

And they are **exactly the same principles** you can use on any type of business (not just ecommerce)

# Now, whatever got you to read this today....

maybe you wanted to get better at writing emails

maybe you didn't know how to approach emailing regularly

or maybe you know the value of email marketing and wanted to pick up some new tips...





# I want to make sure you walk away with this:

Creating regular email marketing for your business is so doable

Building and connecting with email lists has revolutionized my client's businesses

**I'm here to help you do it for yourself, right now**



# Questions?

**FIX  
MY  
CHURN**



hello@fixmychurn.com  
fixmychurn.com

