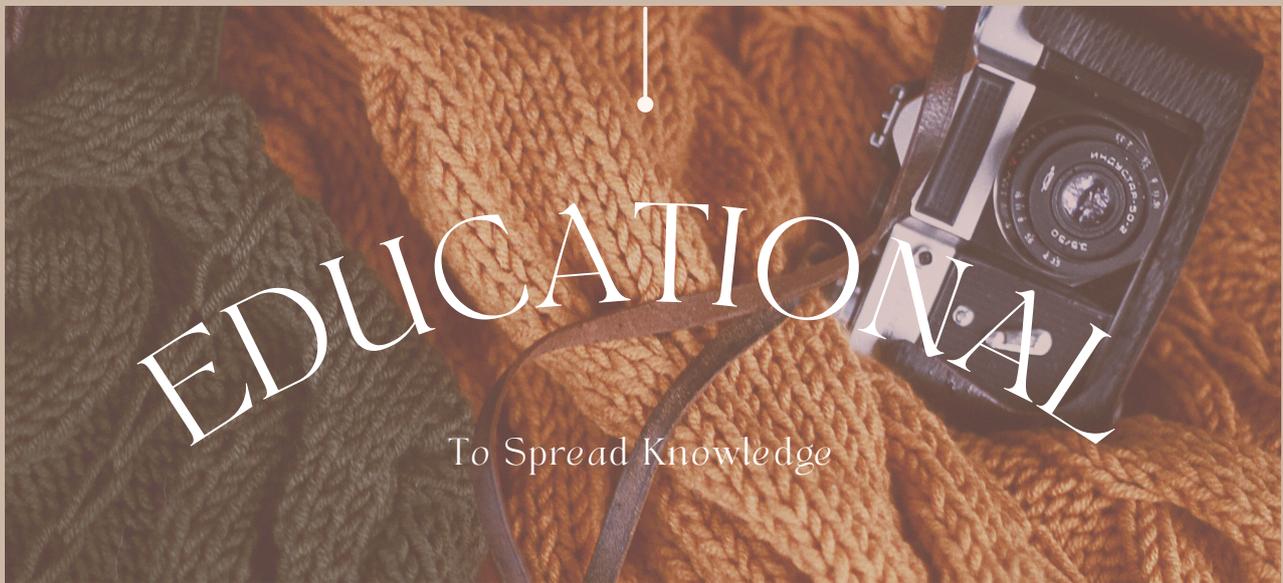


# 40 TOPICS YOU NEED TO INCLUDE IN YOUR NEXT EMAIL MARKETING STRATEGY

Whether you're brand new to the entrepreneur scene or you've been at this game a while, **you know that email marketing has one of the highest return on investments compared to ANY other marketing platform out there (including paid ads).**

Use these topic ideas to spark interest and create genuine connections with your audience but don't feel confined to it.

If there's a story or memory you know will add value to your audiences' lives, send it to them. This is your business, your life, your stories - and you deserve the honor of sharing them.



- ✓ Answer a common myth or misconception about your products/services/industry
- ✓ Explain a common problem in your industry and walk them through your solution to it
- ✓ Elaborate on your niche - what's something people don't know about it? Or something they usually get misperceive?
- ✓ Present case studies of your customers acheiving their desired result
- ✓ Offer a free training, webinar, or virtual event
- ✓ Curate a list of resources for people to find quick answers to common questions
- ✓ A mistake you made and what you learned from it
- ✓ List of resources and tools that are applicable to your industry  
EX: a yoga teacher may create a list of workouts that complement yoga.
- ✓ Introduce your audience to leaders in your industry and why you look up to them
- ✓ Create a downloadable for your audience to use



- ✓ A list of your industry-favorite books, articles, and resources
- ✓ A piece of your personal life you've found inspiration from
- ✓ Your latest favorite podcast episodes with your insights from it
- ✓ Introduce a team member or partner. Explore their shared values
- ✓ Share favorite quotes related to your industry
- ✓ Share takeaways from a recent training or event you attended
- ✓ Show off your media coverage - brag a little!
- ✓ Talk about a life event & how it impacted your business
- ✓ Introduce someone you look up to and have learned from
- ✓ Share company & personal values and what has inspired you to be here

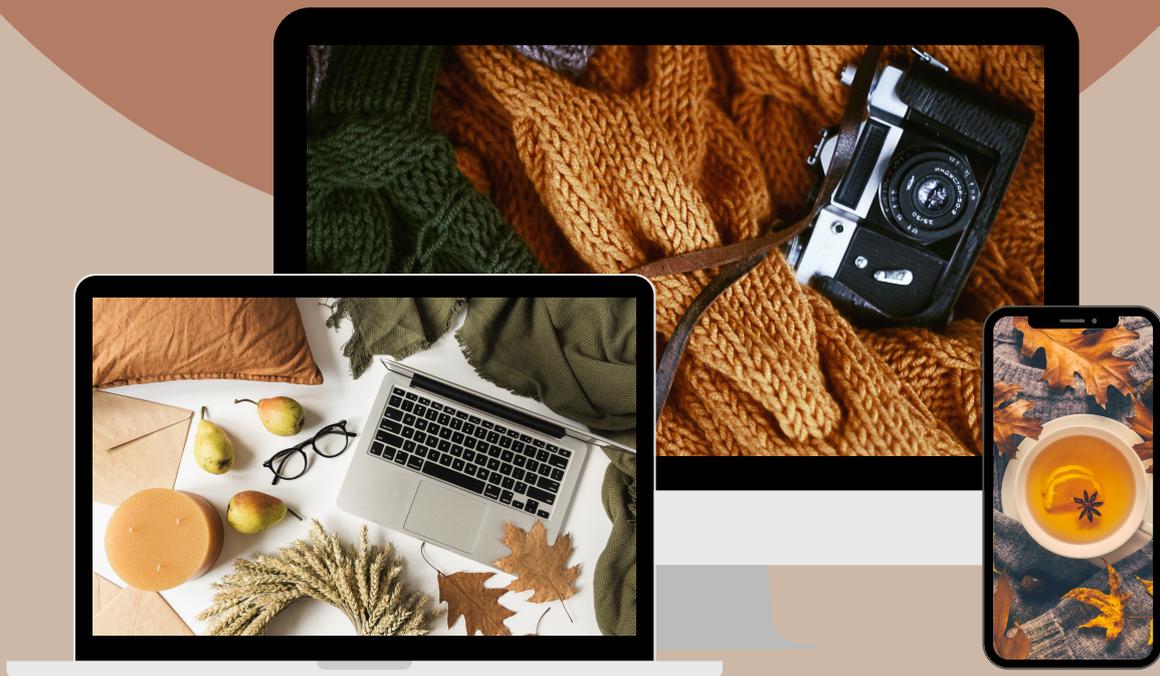


- ✓ Guide them step-by-step through a common problem
- ✓ Ask your audience to share their favorite features of your products and services
- ✓ Theme an email around a current holiday or something going on globally
- ✓ Announce a sale or discount offer exclusively for your list
- ✓ For product based business: offer emails with delivery estimates, tracking, and updates. Answer as many of their questions before they ask them
- ✓ Ask your readers for their insights on a trending topic in your industry
- ✓ Put automations in place to deepen your customer relationships - birthdays, purchases, welcome emails, when someone joins list, etc
- ✓ Ask your audience what's working for them and not in regards to your products/services
- ✓ Embed a video of your email topic directly into the email
- ✓ Share a story related to your newest piece of content & link to it



- ✓ Talk about people in your local area or industry that are doing awesome things! Spread the goodness
- ✓ Share a personal victory with your readers — again, we all deserve a safe space to share our accomplishments,
- ✓ Film yourself going through a “day-in-the-life” video
- ✓ Add a video or a gif of you show your audience that you’re a real human on this end of the laptop
- ✓ Show them your family, friends, something outside of your business that they can relate to
- ✓ Simply display gratitude for your audience being a part of your community
- ✓ Give your audience exclusive or first access to a new launch or sale
- ✓ Partner with local charities or other businesses and host giveaways
- ✓ Interview someone you inspire and share your takeaways from it
- ✓ When in doubt: send photos of your pets, children, or farm animals. Cute creatures are always attention grabbing

# LOOKING FOR MORE WAYS TO SPICE UP YOUR EMAIL LOVE LIFE?



Send me an email! Tell me what's working for you now, or what you're currently struggling with. These topic ideas are here to spark interest and create genuine connections with your audience, but sometime's an even more personalized approach is needed!

**EMAIL BREANA**