Email Activity

Think about your next email. Identify the email's goal. Write the email using:
1. Catchy headline (see handout)
2. Pre-header text
3. Body content
4. Call to action (see handout)

Example

Goal: Information Capture

Subject: How to Write Like a Blogging Pro

Pre-Header: These three, easy steps will get you on your way.

Body: Everyone isn't a writer. That's why we developed this no-fail, repeatable blogging formula you can use over and over again to create engaging, clickable blog content.

Call to Action: Why spend any more time pulling your hair out? Get the blogging formula today!

Your Turn …

Goal

☐Purchases ☐Information Capture ☐Education ☐Referrals ☐Invoices ☐Registrations
☐Give Away ☐ Increase email list ☐Increase social media platform numbers

Catchy Headline (keep it to 50 characters or less; 90 characters max)
_____
_____

Pre-Header Text
_____
_____

Body Content
_____
_____
_____
_____
_____
_____

Call to Action
_____
_____