

MAILING LIST TASK

Hey peeps!

Welcome to the Mailing List task, where you are going to work out what you can send to your customers.

This task requires you to do a bit of research, and I recommend going to the links provided on the lesson page to gather as much information as possible about what is appropriate to send to your customers, depending on your own products and services you are offering.

The main things to keep in mind each and every time you send an email to your mailing list:

It must have a good subject line

Otherwise, they won't open the email, no matter how much they like you. This means you must convey the benefit to them and grab their attention.

It must be VALUABLE

Don't waste your customers time on chit-chat. There must be a lesson, some inspiration, a discount or some other valuable information contained within the newsletter. Your customer must feel like they've gained something from your communication, not like they've been procrastinating, or worse, that their time has been wasted completely.

Keep it relevant

Keep your communication relevant to your business. You can of course include updates or interesting tid-bits about your personal life or other current events, but the bulk of the email should be in sync with what your business is all about.





Possible Subject Lines

What value can I give

