

Persuade with Email in 3 Steps

Why have an email newsletter?

To remind people you are still alive. Seriously, it's about staying top of mind with voters. It's just like why Coke still advertises. A newsletter lets you inform on a topic or get voters to act. This guide will help make your newsletter stand out.

1 Don't Waste Your Reader's Time. This is the most crucial step. Provide value in your email. If you have nothing valuable to send, then don't send an email that week. Send a low-value email, and your reader won't open the next one.

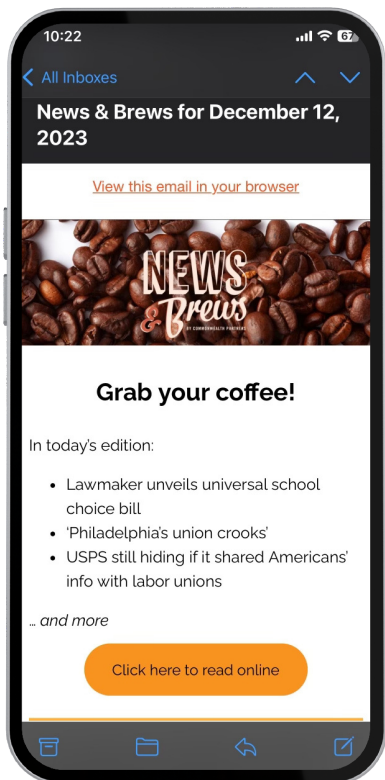
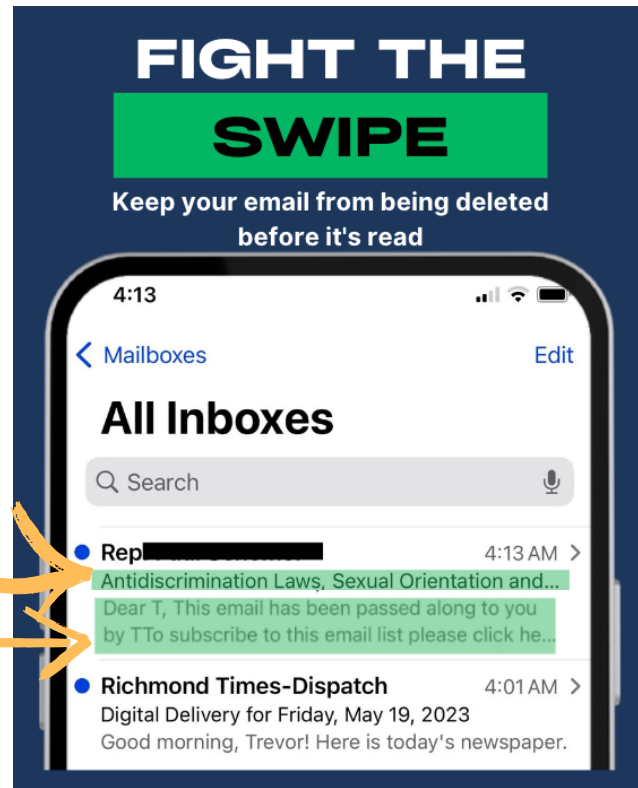
2 Make the Reader Curious
Make readers interested in your subject line.
 To make a good subject line, take 5 minutes to write 5 subject lines for each newsletter

- o 4-8 words each - think short and direct
- o Use ChatGPT for ideas

Tease with an Interesting Pre-header

A pre-header is the short preview shown after the subject before you open the email. Most email services allow customization of this preview.

- o 6-12 words that previews the content



3 Make it Skimmable & Short

- Bullets at the start - Preview the content with 3-5 bullet points
- Visuals at the start of each section
- Make each section useful

Gina Pope does an excellent job making the News & Brews daily newsletter skimmable. ([Sign up here](#)) She's optimized these emails so the 3-4 bullet points that start the email fit on one iPhone screen. Then, each bullet point corresponds to a story below.

The Bottom Line

If you want a more persuasive email newsletter, don't waste your reader's time, and share valuable content. Use a strong subject line and customize the pre-header. Make it skimmable with bullet points to start.