

# *E-mail Newsletter Ideas*

(to help you grow your list and gain devoted readers to your blog)

## WELCOME EMAIL

New subscribers should receive a standard welcoming e-mail. In this e-mail you should thank them for joining, tell them what you offer and what they can look forward to. Also be sure to tell them a little bit more about yourself.

## EMAIL COURSE

Offering a free 5-day e-mail course is a guaranteed winner! Use an e-mail scheduling platform such as Mailerlite to help you set up a series of timed e-mails. No need to worry about readers missing out on an e-mail that forms part of the series - each subscriber is unique and Mailerlite will automatically start at the beginning of the series for each new subscriber.

## LATEST BLOG POST

Engage with your readers by letting them know about your latest blog post. Give them a short introduction of what the post is about or why you have written it.

## LATEST PERSONAL UPDATE

Your readers will likely care more about you if they know there is an actual human being behind the blog they are following. Posting an e-mail about a personal update, such as a great life event or something emotional can possibly make your readers support you even more. Keep this type of email to a minimum, though.

## FREEBIE

People love free stuff, especially if they can use it. If you decide to give away a freebie, such as a printable or PDF, make sure it is useful. To create the ultimate freebie, ask yourself what you can offer your readers that will solve a problem on their side. What can you give them that will make their life a little bit easier?

## ANNOUNCEMENT

If you are launching a course, selling a new e-book, updating something on your blog, etc. then an announcement e-mail is your go-to newsletter for the week. Let your subscribers know about the latest happenings by announcing it.

## SEASONAL EMAILS

E-mails that are related to holidays and special events can also be sent out. Keep a list of special dates and holidays on hand whenever you type your newsletter out. Don't just make it another "Merry Christmas" e-mail, since they will already receive a ton of those from other senders. Think of ways to celebrate events with your subscribers. Maybe create something special, limited edition and unique for them - such as free Christmas printables, for example.

## VIP INVITATION EMAIL

Your subscribers will feel even more special if you send them invites to things only they can get access to. For example, if you have a free video series, but don't want to share it to the world, invite your subscribers to a special page where you have posted it.

## FACEBOOK OR PINTEREST GROUP INVITE

This can also be a type of VIP Invitation e-mail, since you are inviting them to a special place that you have created. There are more than 2 billion people on Facebook alone - which indicates to us that people love social media. They will feel super important if they get an invite from you to your Facebook group or to a Pinterest group board.

## FREE RESOURCE LIBRARY

This e-mail works perfectly if you already have a few freebies available on your blog. Create a new, password protected page on your blog and post all of your freebies there. Then e-mail this password to your subscribers and let them know that you have made it easier for them to access your freebies. This is a great opt-in e-mail idea, too!

## PASSWORD TO A PROTECTED PAGE

Similar to the above mentioned type of e-mail, you can create any type of page that is password protected. Maybe you want to post some videos or images on there. Or create a super informative blog post that only your subscribers have access to. Create something special for them and then e-mail the password for this page to them.

## GOING LIVE NOTIFICATION

Let your subscribers know that you are going to be live somewhere by sending this e-mail. Whether it is Facebook or Instagram, or another platform, let them know! You can also send reminder e-mails to your subscribers about your “going live” event.

## BEHIND THE SCENES EMAIL

Let your subscribers know what is going on behind the scenes of your blog. People normally become more supportive of bloggers, if they get to know the process behind what it is they are doing. Create a video of the process, or let them know how you create a blog post (what steps do you follow, where do you share it, etc.). The most common behind the scenes post is the “blog income report” post. If you feel up for it, create a newsletter about it and let your subscribers know that your hard work (for them) really pays off, and of course, how grateful you are!

## FAVORITE TOOLS + RESOURCES

If you have a favorite tool or resource (or a few), and want to let you readers know about it, send this type of e-mail. It can be physical items (such as something you have found on Amazon or ShopStyle - great for affiliate links!), or digital, such as an awesome font or something similar. They will appreciate that you have shared this with them.

## AFFILIATE LINK TO A PRODUCT

You can create an entire e-mail with a few products to promote. Just make sure that the products you promote are genuine, and that you actually support or use it yourself. Also, make sure that you know the terms and conditions of the affiliates that you are promoting - some of them don't allow e-mail promotions.

## PROMOTING OTHER BLOGGERS

Do you know of another blogger that your readers will be interested in? This is great if you have collab sessions with other bloggers. Or, if they promote you to their e-mail list and you do the same for them. Try to find other bloggers in valuable Facebook groups, or by browsing article Pins on Pinterest, then making contact with bloggers you like, and you think your subscribers will, too.

## COMPETITIONS AND GIVEAWAYS

Promote a competition or giveaway to your readers by letting them know in an e-mail. Let them know how they can enter, and what exactly they stand a chance to win. This is great for gaining new followers, getting more reader engagement, or as an opt-in e-mail.

## INTERVIEW EMAIL

If you have conducted an interview with someone your readers will find interesting, then do an e-mail interview summary. Your readers will love to hear about someone they will likely start to admire.

## SUBSCRIBER ENGAGEMENT EMAIL

Polls and quizzes do well on the internet, so why not turn it into an e-mail? This is also a great way to find out more about your readers and what they like. This will then help you to determine what content you should create. Simply create an e-mail that asks questions and ask your readers to reply with their answers. A lot of people will reply, because you will make them feel important.

We hope that you find this list of ideas useful!

Kind Regards,  
The Wedding Club Team