

- NOVEMBER 16, 2021 -

How to Write Emails That Your Customers Look Forward to Reading



- PRESENTED BY -

Corinna Bench

MyDigitalFarmer.com

- HOSTED BY -

FACT

Food Animal Concerns Trust

Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that works to ensure that all food-producing animals are raised in a humane and healthy manner.



Larissa McKenna & Samantha Gasson
FACT's Humane Farming Program Team
Email Larissa: lmckenna@foodanimalconcerns.org
Email Sam: sgasson@foodanimalconcerns.org
Website: foodanimalconcernstrust.org/farmer

FACT's services to support livestock and poultry farmers include:

- Humane Farming Mentorship Program (*Apply by December 31, 2021*)
- Fund-a-Farmer Grants (*Apply by January 20, 2022*)
- Conference scholarships (ongoing)
- Customized handouts (ongoing)
- Free webinars (ongoing)

Email Marketing Fundamentals

HOW TO WRITE EMAILS

THAT YOUR CUSTOMERS ACTUALLY
LOOK FORWARD TO READING

Corinna Bench | MyDigitalFarmer.com





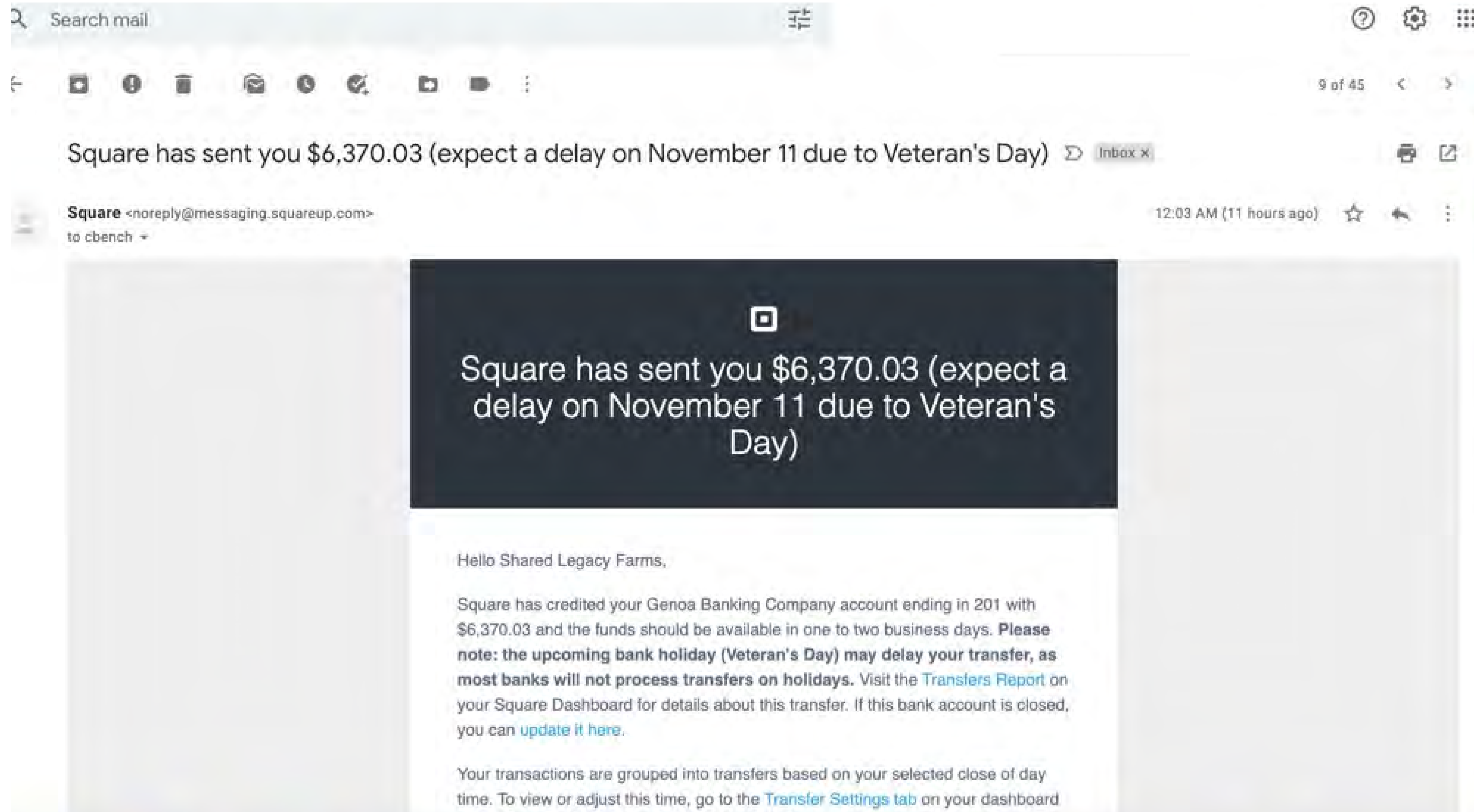
I can't wait to
read this email!!



**RATE YOUR CONFIDENCE
WITH EMAIL MARKETING**

**WHAT KEEPS YOU FROM
EMBRACING EMAIL
MARKETING?**

HERE'S WHY I'M SO
PASSIONATE ABOUT
TEACHING EMAIL
MARKETING...



THIS HAPPENED BECAUSE OF EMAIL.

CSA FARMER - 14 YEARS

SHAREDLEGACYFARMS.COM

ELMORE, OH

EDUCATOR

CSA Quickstart online course

CSA MARKETING EXPERT

MYDIGITALFARMER.COM

My Digital Farmer Podcast

CSA Marketing Discussion FB Group

Instagram: @mydigitalfarmer

CORINNA BENCH



MYDIGITALFARMER.COM

WHAT YOU'LL DISCOVER TODAY:

- THE GOAL OF THE WEEKLY EMAIL (IT'S NOT TO SELL STUFF)*
- THE PARTS OF A BASIC EMAIL (AND HOW TO OPTIMIZE THEM)*
- THE ONE THING YOU MUST ACE TO GET SOMEONE TO OPEN YOUR EMAILS*
- WHAT TO TALK ABOUT IN AN EMAIL (AND NOT TALK ABOUT)*
- THE RIGHT WAY TO FORMAT YOUR EMAIL SO PEOPLE WILL KEEP READING*
- RENEWED CONFIDENCE FOR HOW TO GROW THIS SKILL*

"THE MONEY IS IN
THE **STRATEGY** FOR
HOW TO USE YOUR
EMAIL LIST."



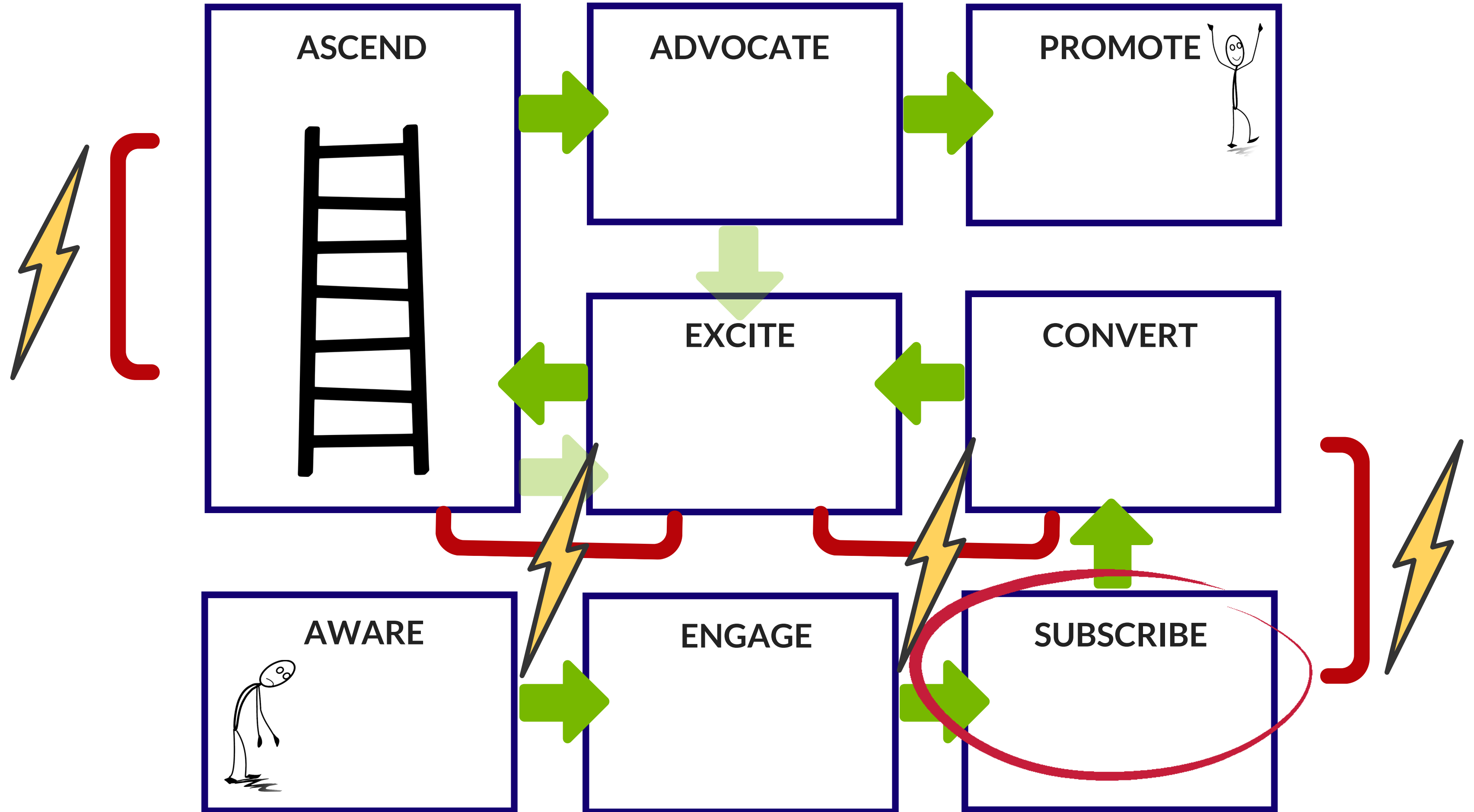
THE GOAL OF EMAIL MARKETING:

TO ASSIST IN MOVING A
CUSTOMER FROM ONE STAGE
OF THE CUSTOMER VALUE
JOURNEY TO THE NEXT.



CUSTOMER VALUE JOURNEY

DF





**WE ARE
"COACHING
THE
CONVERSION."**

HOW DO WE MOVE PEOPLE ALONG?

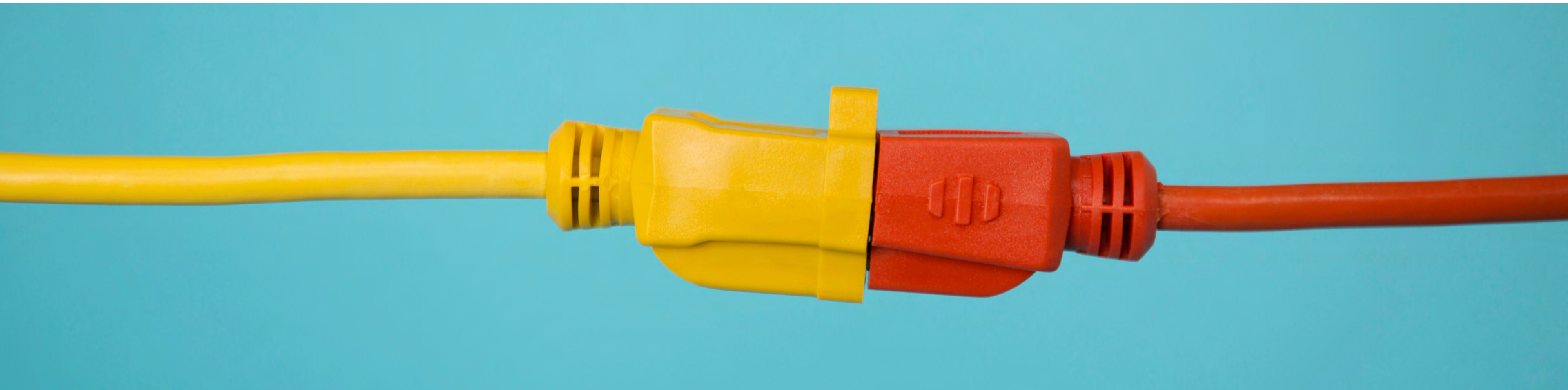
HOW DO WE BUILD RELATIONSHIPS?

RELATIONSHIPS GROW IN STAGES. WE MUST HONOR THE PROCESS
AND FOCUS ON RELATIONSHIP BUILDING BEFORE SELLING.



THE WEEKLY EMAIL'S JOB:

TO CREATE CONNECTION,
AND GROW THE "KLT" FACTOR.



PROBLEM:

HOW MANY OF YOU
ARE AFRAID THAT
BY SENDING A
WEEKLY EMAIL,
YOU WILL COME
OFF AS 'SALES-Y'?



WE AVOID EMAIL
BECAUSE WE'VE
ONLY SEEN IT USED
AS A TOOL TO SELL,
SELL, SELL.



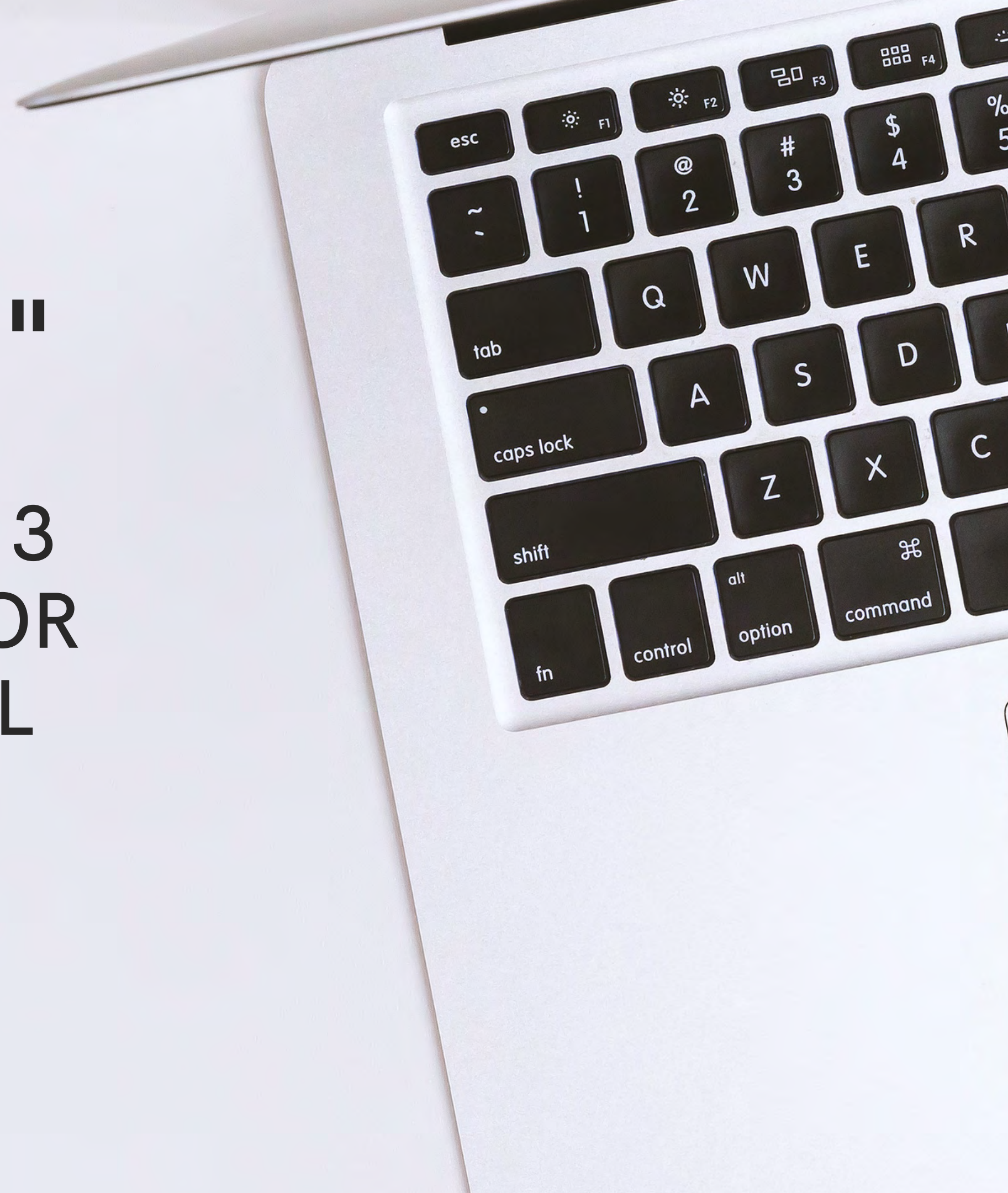
STOP THINKING OF EMAIL AS A PLACE TO SELL.

INSTEAD FIRST THINK OF IT AS A PLACE
TO TELL STORIES AND CONNECT WITH
YOUR PEOPLE.



THE "3:1 RULE"

AIM FOR THE GOAL OF 3
RELATIONAL EMAILS FOR
EVERY 1 PROMOTIONAL
EMAIL.



ANATOMY OF A HIGHLY CONVERTING EMAIL

THERE ARE 7 KEY PARTS



1. THE SUBJECT LINE

GOAL: TO GET A PERSON TO OPEN THE EMAIL



LET'S REMIND OURSELVES HOW THIS LOOKS...

WHICH OF THESE EMAILS WOULD I OPEN FIRST?

The image shows a screenshot of an email inbox interface. A large, semi-transparent orange box is overlaid on the top half of the screen, containing the text "LET'S REMIND OURSELVES HOW THIS LOOKS..." and "WHICH OF THESE EMAILS WOULD I OPEN FIRST?". Below this box, the email list is visible. Several email entries are circled in yellow:

- Jenn: Whole Child H.** - Holiday Homeschool Freebies - Whole Child Homeschool Tribe Helping Homeschool Moms with Advice & Resources Hi Corinn...
- Jimmy Cassens** - Belated Happy Birthday - Dear Corinna, So sorry about being late for your birthday. Anyway, wishing you a "belated Happy Birthday". Hope ...
- AMA Air** - Find out who won the #IBuildAMA Contest! - #IBuildAMA Wrap Up View this message as a webpage. You're receiving this email because...
- RaceDayQuads** - New Weekly Deals 🎁 - 30% OFF Select RDQ LiPo 3 Packs and New E-Gift Card Deals!

The rest of the inbox shows various other emails from sources like WordPress, Amazon.com, AMA Publications, Donald Miller (Busi.), team...@...teambeachb..., The Life Coach Scho., Your_Local_Library, Salome Schillack, American Express Pe., and service@paypal.com 2.

HOW TO WRITE A GREAT SUBJECT LINE:

Look at Your Own Inbox

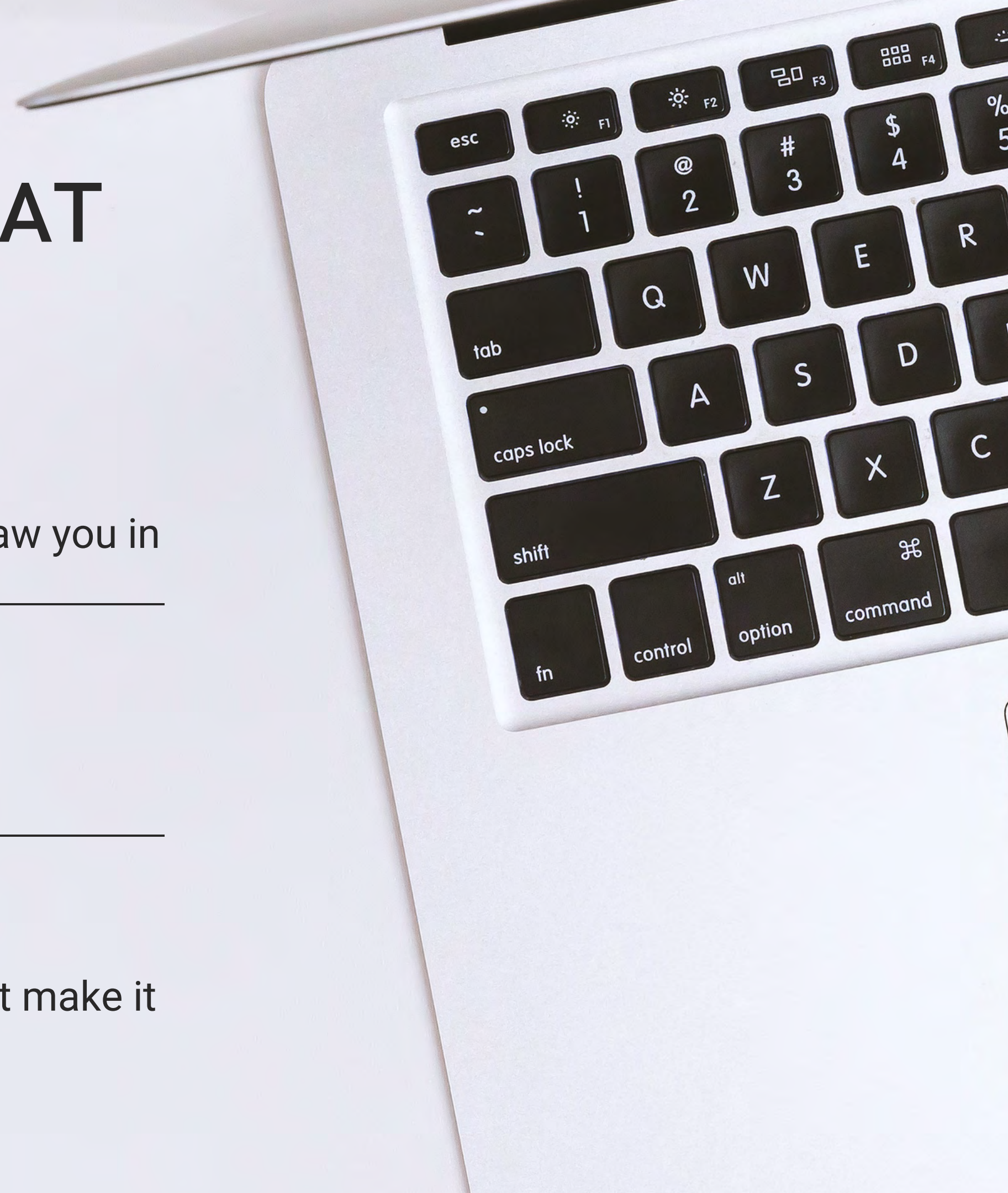
Pay attention to the types of subject lines that draw you in

Pique Curiosity -- Use a Hook

Ask a question that you answer in the email.

Summarize in a Nutshell

Is it something your audience is waiting for? Don't make it confusing.



HOW TO WRITE A GREAT SUBJECT LINE:

Breaking news!

Share announcements boldly in the headline.

Share secrets or insider tips

People love to feel like they're in the know!

Make an irresistible offer

Your customer wants to buy things from you! Tell them what it is! Keep it short and sweet.



EXAMPLES

Karen Ayers's Legendary Roasted Tomato Sauce

[Case Study] How one CSA member uses carrot tops

Farmer Jed was accepted into ANSAT (and what that means for us)

3 Lies We Tell Ourselves as CSA Members

Did you get your hubby to eat those dang beets?

7 tickets available for Field to Table Dinner tomorrow -- due to cancellations. Wanna come?





2. THE SENDER/PROFILE NAME

WILL IT BE PERSONABLE? OR FORMAL?

NOTICE THE SENDER NAME.

DOES IT MATTER? WILL YOU BE INCLINED TO OPEN ONE OVER THE OTHER?

Search mail

me

me

WordPress 2

Amazon.com

AMA Publications

Donald Miller (Busi.

team...@...teambeachb...

The Life Coach Scho.

Jenn: Whole Child H.

Jimmy Cassens

Your_Local_Library

Salome Schillack

American Express Pe.

AMA Air

RaceDayQuads

service@paypal.com 2

Shipped: Now arriving early on Wednesday, November 10 (#1111-4027131-5691446) - Hi Corinna, your package is on the way! You can tr...

Hall of Fame Inductees, New Special Interest Group, and More! - AMA Today: AMA's e-newsletter for the person interested in flying mode...

this is kind of shocking... - but hey – we're doing it anyway Corinna, Most online assessments give you a score and a basic idea of how yo...

Treat yourself with a sip of the holidays.. - Peppermint Mocha Shakeology is back! View Online Shop Beachbody On Demand Blog Shop B...

Fall in love on purpose - Again, or for the first time

🇺🇸 🇬🇧 🇨🇦 Holiday Homeschool Freebies - Whole Child Homeschool Tribe Helping Homeschool Moms with Advice & Resources Hi Corinn...

Belated Happy Birthday - Dear Corinna, So sorry about being late for your birthday. Anyway, wishing you a "belated Happy Birthday". Hope ...

Library Renewal Notice - November 1, 2021 HARRIS-ELMORE PUBLIC LIBRARY 328 TOLEDO ST PO BOX 45 ELMORE OH 43416 419-862-2...

Don't do another webinar until you've done this... - Tune in to the brand new 3-part mini series & learn the secret formula to creating a hig...

New bank statement available - New bank statement available Dear Corinna, The statement for your High Yield Savings Account ending i...

Find Out Who Won the #IBuildAMA Contest! - #IBuildAMA Wrap Up View this message as a webpage. You're receiving this email because...

👉 New Weekly Deals 👉 - 30% OFF Select RDQ LiPo 3 Packs and New E-Gift Card Deals!

Affiliate payout for commissions earned in September 2021 - Corinna Bench, view details of the money you received. Hello, Corinna Benc...



192

ago, Follow up!

2:05 AM

Nov 2

Nov 2

Nov 2

Nov 2

Nov 2

Nov 2

Nov 1

Nov 1

Nov 1

Nov 1

Nov 1

Nov 1

Nov 1



NOTICE THE WORDS AFTER THE SUBJECT LINE.

USE THIS REAL ESTATE WISELY! HOOK THEM IN.

Search mail

me

me

WordPress 2

Amazon.com

AMA Publications

Donald Miller (Busi.

team...@...teambeachb...

The Life Coach Scho.

Jenn: Whole Child H.

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mail of fame inductees, new special interest group, and more! AMA Today, AMA's e-newsletter for the person interested in trying mode...

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Nov 1



REMEMBER:

**YOUR CUSTOMER IS MAKING
SPLIT SECOND DECISIONS
ABOUT WHETHER TO OPEN
YOUR EMAIL BASED ON THESE
FIRST 3 FACTORS.**



3. THE HOOK

THE FIRST SENTENCE MATTERS
DELIVER AN OPEN LOOP THAT GETS THEM TO KEEP READING

EX: Empathize with a common problem.

-I hate wasting food.

-Has this ever happened to you?... you reach back into the back of your fridge and find an old produce bag, and inside is some old lettuce all squishy and yucky?

-Two years ago, I made a rather remarkable discovery as a farmer's wife...

-I found out I DON'T hate kale.

EX: Share "secret knowledge."

-Every now and then Farmer Kurt drops a "value-bomb" on me out of nowhere...

-Many people don't know is that there is a "BEST" time to buy the corn in bulk. (But I'm about to let you in on the secret).

Ready?...

EX: Ask a question.

- When can CSA Samplers sign up for next year?...
- How many licks does it take to get to the center of a Tootsie Pop? (Do you know? There is actually an answer).
- Did you know you can freeze garlic?



4. THE BODY: MESSAGE

THE MEAT OF YOUR EMAIL

THE GOAL: GET THEM TO TAKE ACTION.



SO WHAT DO I TALK ABOUT IN MY EMAIL?!!

WHAT TOPICS OR TYPES OF CONTENT
HAVE PERFORMED WELL FOR YOU?...



EMAIL TOPICS:

TELL A STORY OR
PARABLE WITH A
MESSAGE

This week's email is a story taken from our life, meant to inspire you... Take a look at this picture of my two boys.



You are witnessing a moment in history that happened about *2 weeks ago* at Grandma's house.

In this moment, my 9-year old son son Josiah *finally learned how to swing.*

Wait, what?....

Yup. My fourth grader never learned how to swing.

Until this momentous day, Josiah could never master "the pumping strategy." Like any mom, I would spend days and weeks, coaching him on our swing set at home. But each time, after trying for a minute unsuccessfully, he would give up and walk away in frustration.


At school, Josiah would find a way to avoid the swing set. If invited to swing by his friends, during recess, he would politely decline and change

 OPENS

 CLICKS

 UNSUBSCRIBES

 Resend to unopens

 Duplicate

 Share

Enabled on public feeds



EMAIL TOPICS:

TELL A STORY OR
PARABLE WITH A
MESSAGE

SHARE A NEW
RESOURCE,
VIDEO, GUIDE, OR
TIP

Did you get your Cocktail Bonus? (If not... I have it inside again)

October 11, 2021 at 5:52PM

Edit broadcast

[FIRST NAME GOES HERE]

Did you miss the Cocktail Bonus guide?



It didn't open for everyone, [so I'm resending it again here.](#)

You can try copying and pasting the direct link too.

<https://www.sharedlegacyfarms.com/wp-content/uploads/2021/10/Shared-Legacy-Farms-EBook-of-Cocktails.pdf>

Delivered to 363 subscribers

CONTENT
Review your email content

RECIPIENTS

OPENS

CLICKS

UNSUBSCRIBES

Resend to unopens

Duplicate

Share

Enabled on public feeds

I use garlic almost every day in my cooking.

And when I found out how easy it was to freeze it, I felt like a new woman.

So we're going to start with this freezing tip, because I want you to have a quick win.

You can freeze garlic whether it's "green garlic" (in May), in garlic scape form (June), fresh (late June), or cured (what you see at the grocery store).

All you have to do is separate the cloves from the main bulb. And pop them into a Ziploc freezer bag (or Mason Jar if you feel funny about using plastic).



You don't even have to take the peels off.

When it's time to use a clove of garlic, I pop it into the microwave for 5-10 seconds to soften it. Then push it through my garlic press.

BOOM.

My Private FB Group Coach, Cadie, has another way to prepare the garlic for the freezer that makes it even MORE ready-to-cook --- it involves mixing pressed garlic and solid coconut oil together into balls on a cookie sheet. Then freezing those.



EMAIL TOPICS:

TELL A STORY OR
PARABLE WITH A
MESSAGE

SHARE A NEW
RESOURCE,
VIDEO, GUIDE, OR
TIP

PITCH A
PRODUCT

Hi [FIRST NAME GOES HERE]!

Two REALLY big announcements in this email:

1. **We're having a Thanksgiving Pop-Up Market pickup on Nov. 20th** in 2 locations. You can start ordering veggies "a la carte" for it today around 8 AM. Details are below...
2. **Kurt and I want to give away 100 Thanksgiving veggie bags during this Pop-Up, and we need you to help us.** Please read below for how you can reserve one of these "Feed the Need" bags to pick up on Nov. 20th, and help us share the love with those in need!

So first... The Thanksgiving "Pop-up" Market will happen Saturday, November 20. How does it work?... Starting at 8 AM today, you place your order for veggies [in the online store](#). Be sure to do so by *this Friday night (Nov. 12th)*. We will pack it all up and meet you at *either* Toledo Farmer's Market or our farm in Elmore on Saturday, Nov. 20th, from 9-10:30 AM.



Review your email content

RECIPIENTS

OPENS

CLICKS

UNSUBSCRIBES

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Duplicate Share

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SUBJECT

Bulk canning tomatoes - limited time! (PS: Did you know you can just freeze them in Ziplocks?)

PUBLISHED DATE ?

September 4, 2021 at 3:22PM

Edit broadcast

[FIRST NAME GOES HERE]-

I'm about to cause a frenzy.

We just loaded up the online store with bulk canning tomatoes.



These are ROMA tomatoes. They are best used for sauces or salsa, since they have a lower water content.

We also have GLOBES -- these are the traditional round tomatoes with

ENGAGEMENT OVERVIEW
Delivered to 650 subscribers

CONTENT
Review your email content

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EMAIL TOPICS:

TELL A STORY OR
PARABLE WITH A
MESSAGE

SHARE A NEW
RESOURCE,
VIDEO, GUIDE, OR
TIP

PITCH A
PRODUCT

SHARE NEWS,
UPDATES OR AN
ANNOUNCEMENT

Hello [FIRST NAME GOES HERE],

This past week, something pretty awesome happened...

Jed was accepted into the Toledo Aviation School (ANSAT)!



As I shared with you last week, Jed was given a "tour" of the school last Friday and interviewed by the principal and 2 of his future teachers.

The surprise invitation to join the class of 2026 happened shortly thereafter

CONTENT
Review your email content

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CLICKS

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Enabled on public feeds



EMAIL TOPICS

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MESSAGE

SHARE A NEW
RESOURCE,
VIDEO, GUIDE, OR
TIP

PITCH A
PRODUCT

SHARE NEWS,
UPDATES OR AN
ANNOUNCEMENT

ASK A QUESTION
OR ASK FOR
FEEDBACK

**GRAB MY FREE
RESOURCE:
EMAIL WRITING
PROMPTS**



www.mydigitalfarmer.com/EMAILTOPICS



5. THE IMAGE/GRAPHIC

PUT AN IMAGE IN YOUR EMAIL'S BODY TO BREAK UP THE TEXT.



As a mom, it feels so good to see Jed passionate about something.

About a month ago, Jed applied to the [Toledo Aviation School \(ANSAT\)](#) for their 4-year high school program. As part 1 of this application process, *this Friday*, he has been invited by the principal for a tour of the school.

Jed is very excited about this chance to go to ANSAT. But it would be a big decision for him and our family. Please pray for our family as we navigate this application process and decide if it would be a good fit for our family. If it all pans out, we will likely have to make some significant adjustments to our farm workflow in order to support his dream.

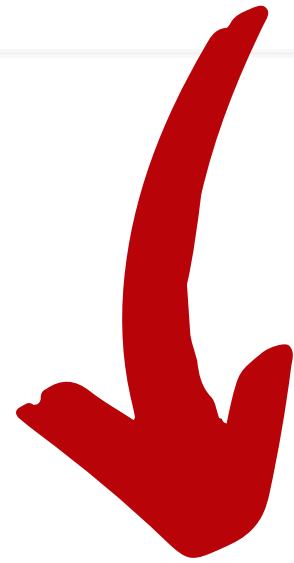
Be rooting for Jed!

Your farmers,

Corinna & Kurt

[SharedLegacyFarms.com](#)

PS: Hmmmm.....Jed is asking for a laser cutter for a Christmas present, so he can make his own foam board airplane kits for free. (Do you think we should do it?... Where will we put it??... Why do the presents get so much more expensive as they get older?!!)



THIS WAS A GIF...

YES! You did it! You have successfully joined our 2022 CSA season!

You are IN the tribe!

WE ARE SO EXCITED!! ARE YOU?!





6. THE CALL TO ACTION

TELL YOUR CUSTOMER WHAT YOU WANT THEM TO DO

WATCH A VIDEO READ THIS BLOGPOST

Educate or entertain with your own content. Or send them to another helpful resource.

BUY MY "XYZ" GRAB THIS FREE RESOURCE

Deliver a special offer. Put it in the P.S.

LEAVE US A GOOGLE REVIEW ANSWER MY QUESTION

Ask for feedback and give them a way to engage with you. Share a survey.

Did you get your Cocktail Bonus? (If not... I have it inside again)

October 11, 2021 at 5:52PM

Edit broadcast

[FIRST NAME GOES HERE]

Did you miss the Cocktail Bonus guide?



It didn't open for everyone, [so I'm resending it again here.](#)

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EXAMPLES OF CTAS



Remember: We are "coaching the click."



7. THE POSTSCRIPT ~ P.S.

PS: EVERYONE READS THIS PART.



Pay attention to the layout of the space, and the basic steps you take.

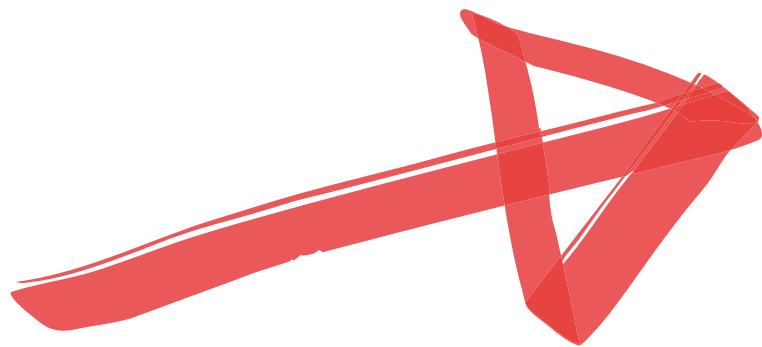
Every time you can something, the basic process looks very similar to this, with a few minor variations depending on your recipe.

This will be a great way to see "the big picture."

Corinna

ShareLegacyFarms.com

PS: In my next email I share the one thing I wish someone had told me before I invested in a bunch of canning jars.



HOW TO USE THE P.S.

RE-ITERATE THE CTA

Share your link again to drive the message home.

OPEN ANOTHER LOOP

Give them a reason to look forward to your next email.



BEST PRACTICES

FOR WRITING ENGAGING EMAILS





FOLLOW THE RULES OF EMAIL COPYWRITING.

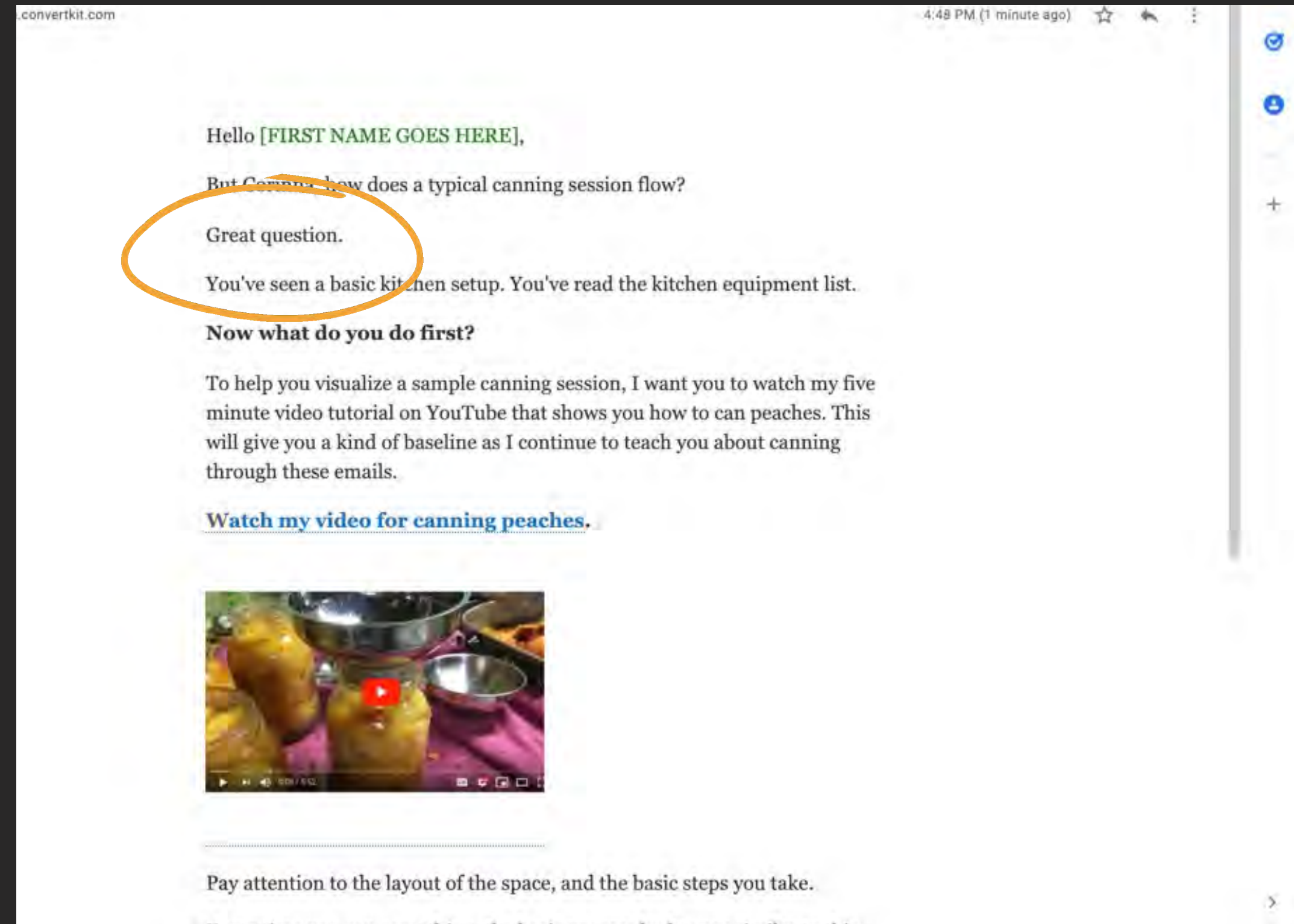
NOTE: These rules are different than the ones you used to write your essays in school.

WRITE LIKE YOU TALK.

THIS IS NOT HIGH SCHOOL
ENGLISH CLASS.

IT SHOULD FLOW LIKE A
CONVERSATION.

ONE WORD SENTENCES



IT SHOULD FEEL LIKE A LETTER

THIS IS WHY I'M NOT A FAN OF
EMAIL NEWSLETTER
TEMPLATES.



USE WHITE SPACE.

AVOID LARGE BLOCKS OF TEXT OR LONG PARAGRAPHS.

USE THE CARRIAGE RETURN OFTEN.

Hello [FIRST NAME GOES HERE],

But Corinna, how does a typical canning session flow?

Great question.

You've seen a basic kitchen setup. You've read the kitchen equipment list.

Now what do you do first?

To help you visualize a sample canning session, I want you to watch my five minute video tutorial on YouTube that shows you how to can peaches. This will give you a kind of baseline as I continue to teach you about canning through these emails.

[Watch my video for canning peaches.](#)



PERSONALIZE THE INTRO

USE THE PERSONALIZATION
OPTION WITHIN THE EMAIL.

{{ subscriber.first_name }}

IT SHOULD FEEL LIKE YOU ARE
WRITING TO A SPECIFIC
PERSON.

Corinna

Here's a recent picture of our son, Jed. I remember when he was still just a little baby our first year of the CSA farm! How far he's come!



Jed is in 8th grade this year. And you may have heard he has a thing for airplanes and flying. Jed has always been building things -- whether it was with popsicle sticks and hot glue, Legos, or his 3-D printer.

About 18 months ago, Jed started following these guys on YouTube from [FliteTest.com](https://www.flitetest.com), who basically taught him how to build and fly his own airplanes out of foam board. (They actually fly, too!)

USE FORMATTING

BOLD

ITALICS

HEADINGS

BULLET POINTS

But here's what I'm rather embarrassed to confess to you...

I almost didn't explore this option for him...

A year ago, when I first heard about this school, it seemed like a pipe dream. I remember feeling so overwhelmed by all the steps and unknowns and questions, like:

- How does open enrollment in another school even work? And do they give preference to their own district's students first?
- When do I even apply? (I'd heard there was a wait list).
- It's so competitive, would Jed even have a chance? (Jed's grades were mostly B's, so is it worth trying?)
- Do we really want to drive 30 minutes to school twice a day?
- Will they look down on our application since we home-schooled and don't have "true" grades?
- Is there a cost involved? How does a tech school work anyway?
- Will it fit our farm lifestyle? Will we have to change how we deliver our food so we can pick him up from school?

I seriously almost didn't pursue it, because it seemed so complicated.

WE WANT THE EMAIL TO BE EASILY SCANNABLE.

FORMATTING DRAWS THE EYE
DOWN AND KEEPS US READING

But here's what I'm rather embarrassed to confess to you...

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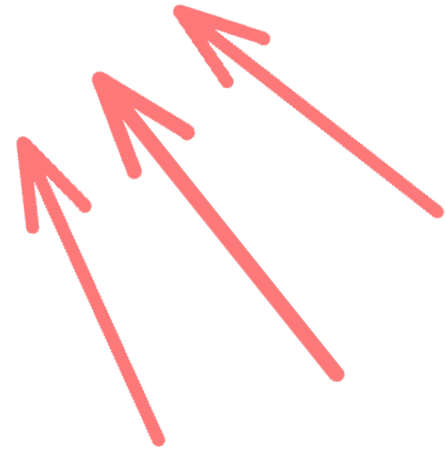
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USE THE
ELLIPSIS.....



WAIT...

WHAT'S AN ELLIPSIS?



INCLUDE A CLICKABLE CTA.

YOU WANT THERE TO BE
SOMETHING TO CLICK.

Hello [FIRST NAME GOES HERE],

But Corinna, how does a typical canning session flow?

Great question.

You've seen a basic kitchen setup. You've read the kitchen equipment list.

Now what do you do first?

To help you visualize a sample canning session, I want you to watch my five minute video tutorial on YouTube that shows you how to can peaches. This will give you a kind of baseline as I continue to teach you about canning through these emails.

[Watch my video for canning peaches.](#)



COACHING THE CLICK.

WE ARE TRAINING A BEHAVIOR
SO THEY REPEAT IT WHEN IT
REALLY MATTERS.

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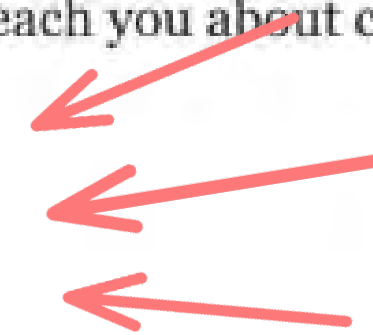
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INCLUDE A PICTURE OR GRAPHIC.

THIS BREAKS UP THE TEXT AND
CREATES INTEREST.

This week's email is a story taken from our life, meant to inspire you... Take a look at this picture of my two boys.



You are witnessing a moment in history that happened about *2 weeks ago* at Grandma's house.

In this moment, my 9-year old son son Josiah *finally learned how to swing.*

Wait, what?....

Yup. My fourth grader never learned how to swing.

Until this momentous day, Josiah could never master "the pumping strategy." Like any mom, I would spend days and weeks, coaching him on our swing set at home. But each time, after trying for a minute unsuccessfully, he would give up and walk away in frustration.

At school, Josiah would find a way to avoid the swing set. If invited to swing by his friends, during recess, he would politely decline and change

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