

Email List *Best Practices*

How to set up a list, write engaging emails & stay out of spam!

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Choose a Reliable Email Service Provider (ESP)

This is where you will be sending your emails
from and managing your list

**#1 Recommendation:
ActiveCampaign**

**#2: Klaviyo (pairs best
with Shopify)**

Worst: MailChimp

Determine Your Opt-In Methods

How people will join your list

Options:

Sign up from your website
(via pop-up or at bottom of
home page)

Automatically with
purchase/enrollment

From a lead magnet (enter email
address to get freebie)

*Note: you should have some
high-value freebies to
give away
(it will benefit you
and your audience!)

Set Up Your Email Authentication Records

Important for domain safety & good deliverability
(staying out of spam!)

Instructions for Google Workspace Users:

Visit: admin.google.com & sign in

At the top, Search:
“DKIM authentication”
& follow instructions

Return to Admin-Search:
“Add your SPF record at your
domain provider” &
follow instructions

Return to Admin-Search:
“Add your DMARC record
& follow instructions”

Warm up Your Domain

So you don't land in spam!

If you have a new domain or haven't send a high volume of emails before (aka email campaign), warm up your domain for a **minimum** of 2 weeks or you WILL land in spam and hurt your domain reputation

There are 2 options:
Manual (this takes longer & is not as successful)

Automated (this is quicker and more successful, but it may cost money)

Manual Warmup

Send AT LEAST 5-10 daily emails (with a decent amount of content) to people you know, and ask them to reply back and forth a few times.

Gradually, send more emails daily over a period of AT LEAST 2 weeks.

The emails should resemble the types of emails you will be sending/receiving with your email list: back & forth conversations with customers, personal branding emails (aka about me), and some *promotional.

*A word of caution with promotional language- this can be a spam trigger, so you will need to google current spam trigger words and avoid them as much as possible

Automated Warmup

Use an email warming service for a minimum of 2 weeks before starting your campaign.

There are several, but I recommend
Instantly.ai

*One slight nuance of using an email warming service is you will notice some of the “warming” emails in your inbox and you may have to manually delete some of them.

Guidelines for Writing Emails Pt. 1

Always start with a welcome sequence! (3-5 emails; introduce yourself, tell your readers how often they will be receiving your emails and what value you will be bringing)

Deliver on your promises; stay consistent with delivering said value above

Consider automating & segmenting your list if you offer different services (can organize into different groups that only receive certain emails)

Have a good balance of promotional emails (info about products/services) & relationship-building emails (about you, your life, free tips/valuable info for readers)

Guidelines for Writing Emails Pt. 2

Use catchy subject lines: include a benefit (what's in it for them if they open?) or a curiosity (what will pique their interest)

Always lead with the benefit in the beginning of the email (to keep your reader interested!)

Keep the conversation casual and avoid salesy talk or technical jargon; a good rule of thumb is to write as though you are writing to a friend

Have a clear CTA with a clear benefit (call to action- what you want reader to do & what benefit it will bring them)

You can have multiple CTAs (or the same CTA mentioned more than once); make it fit naturally in the email content

Guidelines for Writing Emails Pt. 3

Avoid spam trigger words in your subject lines and email body (google search)

Avoid fancy fonts and images if possible (this can sometimes trigger spam filters)

*If you are using images, keep them less than 600 px

*Note: it is legally required that your email subscription has a physical mailing address & unsubscribe button in every email you send (include @ bottom)

Email List Resources

Legal Guidelines for Email Lists (USA):

<https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>

Email Deliverability Diagnostics:

<https://postmaster.google.com/>

<https://mxtoolbox.com/>

<https://www.mailgenius.com/>

Free Email Marketing Course:

<https://app.hubspot.com>