

Email Marketing for Bloggers



Here is Why Email Marketing Beats Social Every Time

Image: How to Grow Your List and Connect with Readers Who Actually Care

COPYRIGHT NOTICE

Copyright © 2025 Teo Chin Tee. All rights reserved.
Published by Peter Teo | BloggerSuccessBlueprint.com.

This product and its contents are protected under copyright law.

No part of this publication — including but not limited to text, graphics, templates, designs, videos, audios, or any other content — may be reproduced, distributed, transmitted, stored in a retrieval system, or shared in any form or by any means (electronic, mechanical, photocopying, recording, or otherwise) without the prior written permission of the publisher, except in the case of brief quotations used in reviews, scholarly works, or as otherwise permitted under applicable copyright law.

This product is licensed for individual use only. Unauthorized copying, sharing, distribution, resale, or reproduction is strictly prohibited and constitutes a violation of international copyright laws.

For licensing or permission requests, please contact:
support@bloggersuccessblueprint.com

LEGAL DISCLAIMER

The information contained in this product is provided by BloggerSuccessBlueprint.com, operated by Teo Chin Tee (also known as Peter Teo), for general informational and educational purposes only.

It is not intended to serve as professional, legal, financial, business, health, or medical advice, and should not be relied upon as such.

While every effort has been made to ensure the accuracy and reliability of the information at the time of publication, the author and publisher make no representations or warranties of any kind, express or implied, about the completeness, accuracy, suitability, or availability of the information, products, services, or related graphics contained within this product for any purpose.

Any reliance you place on such information is strictly at your own risk.

Use or misuse of this product and its contents is at your own discretion. The author and publisher disclaim any liability for any loss, damage, injury, or disruption caused — directly or indirectly — by errors, omissions, or reliance on the information provided herein.

The inclusion of links to external websites or third-party tools does not imply endorsement, affiliation, or guarantee of their content or services.

Individual results will vary based on effort, circumstances, and market conditions. No income claims or performance guarantees are made.

By using this product, you acknowledge that you have read, understood, and agreed to these terms and conditions.

Need help or have questions?

Contact: support@bloggersuccessblueprint.com

Visit: www.bloggersuccessblueprint.com

Let's be honest.

Most bloggers spend hours writing the *perfect* post...

Hit publish...

Share it on social media once or twice...

And then wonder why their traffic chart looks like a sad, flat pancake.

Here's the thing no one tells you early on:

If you don't own your audience, you're building on rented land.

That's where email marketing comes in—not as another chore, but as your *secret weapon* for blog growth. It's the difference between hoping people show up and having a VIP list of fans who actually want to hear from you.

Who This Guide Is For

Ever dreamt of sending an email that *actually* gets opened, read, and maybe even loved—rather than tossed into the void like an unopened coupon flyer?

If you're nodding (or sighing dramatically), this guide is your new favorite friend.

You're in the right place if:

- You've published blog posts... but your email list still looks lonelier than a Zoom call that nobody joined.
- You *know* you should be emailing your audience... but the blinking cursor in your draft makes you question your entire life plan.
- You're allergic to spammy sales tactics—and you want to grow your audience like a real human, not a walking advertisement.
- You secretly (or not-so-secretly) want to build a loyal community that *feels good*—not just grab random subscribers like trading cards.

If your coffee cup is half-empty and your hope is half-full, you're exactly who this guide was written for.

Welcome home.

What You'll Get From This Guide

Warning: Reading this guide may cause a sudden, uncontrollable urge to send amazing emails. Side effects include smiling at your inbox and actually looking forward to “newsletter day.”

Here's what you'll walk away with:

- A crystal-clear, non-scary roadmap to start and grow your email list—even if you're starting at subscriber #0.
- The magic formula for crafting a lead magnet that makes people excited to hand over their email address.
- Tips to write emails that sound like you (the real, snack-loving, typo-making, human version).
- Smart moves to dodge the spam folder like a ninja—and actually land in your readers' inbox.
- Easy ways to use your emails to bring readers back to your blog, again and again (without feeling like a salesperson).

Real talk?

You don't need a degree in marketing.

You don't need a six-figure audience.

You just need a human voice—and a teeny bit of strategy.

And you're about to have both in your back pocket.

Let's get it.

Why Email Marketing Matters

Email marketing isn't just a tool—it's your blog's most loyal sidekick.

When algorithms shift and social platforms disappear, your email list stays. It's the one channel you *own*. No middlemen. No gatekeepers.

Here's why it matters:

1. **Direct Access to Your Audience**

You land in their inbox—not in a crowded feed. That's personal real estate. And it means your message gets seen, not scrolled past.

2. **Stronger Relationships, One Email at a Time**

Email feels more human. More intimate. You're not broadcasting—you're connecting. Sharing wins, lessons, and behind-the-scenes stories builds trust over time.

3. **Consistent Traffic, Without Paying for Ads**

Every blog post you publish can get an instant boost from your list. You don't have to wait for SEO or cross your fingers on social media.

4. **High ROI (Like, Really High)**

For every \$1 spent, email marketing returns an average of \$36. That's more than social, search, or display ads.

Bottom line? If you're serious about blogging, you can't afford to skip email. It's how you grow from a blog with traffic... to a brand with fans.

Your Simple Path Starts Here

What comes next isn't complicated or overwhelming.

It's a clear, step-by-step path—like little signposts guiding you through the forest.

No fluff. No guesswork. Just real, doable steps to help you build an email list that grows *with* your blog and supports the kind of community you've always wanted.

Ready to take the first step? Let's walk it together.

Step 1: Start Your List (Yes, Even If You Have Zero Subscribers)

Start Before You're "Ready"—Because That's When It Matters Most

So, here's a little secret about email lists:

The best time to start one isn't when you've got 1,000 readers.

It's when you've got... three.

Yep—just three. One might be your mom. The other, your best friend. And the third? A curious stranger who stumbled across your blog at 2AM.

But here's the truth:

Your list isn't about how *many* people are on it.

It's about *who* they are—and how you treat them.

Starting early gives you time to build trust, find your voice, and get into a rhythm *before* things take off.

Think of it like planting a seed. You don't wait until it's a full tree to start watering it, right? You start while it's still small. You nurture it. And one day, it blooms.

Try This:

Open a free email tool (like MailerLite or ConvertKit).

Create a list. Call it something cozy: "My Blog Friends" or "VIP Readers."

Then write one short welcome note. Just one.

Think of it as a friendly wave to your very first subscribers.

You're not broadcasting. You're building a relationship. And starting now—when it's still quiet—is the best time to learn how.

What You Need:

1. An email service provider (like ConvertKit, MailerLite, or GetResponse)

It's the tool that stores your subscribers, helps you create and send emails, and even automates things when you're ready to get fancy later on. These tools are beginner-friendly and built for bloggers. Most offer free plans to start, so you can test the waters before diving in.

Tip: Don't overthink which one to pick. They all help you do the same basic thing: collect emails and talk to your readers.

2. A signup form or pop-up that lives on your blog

This is your welcome mat—the spot where visitors can raise their hand and say, "Yep, I want more of this!" Your form can sit quietly in the sidebar, show up at the bottom of blog posts, or pop in politely (not annoyingly) as they scroll. Just make sure it's easy to find and quick to fill out. No one wants to hunt for the signup box or type out a novel.

Tip: A simple form with a first name and email field works great. Keep it short and sweet.

3. A reason for people to join (we'll cover that in the next step)

Here's the thing: people won't hand over their email just because you asked nicely. You've got to give them a good reason. That could be a freebie, a special resource, or even just the promise of helpful tips they won't get anywhere else. Whatever it is, make it clear and make it count.

Think of it this way: You're not just asking for space in their inbox—you're offering value in return. And we'll dig into how to do that right in the next step.

Pro-Tip: No need for bells, whistles, or fancy tech. It just needs to feel honest—and sound like you.

Step 2: Give People a Reason to Join (Lead Magnet Time)

“Subscribe for Updates” Isn’t a Reason—It’s a Shrug

Here’s the deal: People don’t give up their email addresses for nothing. They need a reason. A promise. A *why now, not later*.

And “Get My Blog Updates”?

That’s like saying, “Hey, want more email in your life?”
(No thanks.)

Instead, make your offer a no-brainer. Think of it like handing them a warm cookie for walking through the door.

Here’s what works better:

Real-World Examples:

- “Steal My 10-Minute Blog Post Outline”
(Instant value. Super specific.)
- “Get My 3-Day Beginner’s Guide to Writing Posts That Stick”
(Clear payoff. Defined time frame.)
- “Join 800+ readers getting weekly tips to grow their blog (without burnout)”
(Social proof + outcome.)

The secret? You’re not asking for their email. You’re giving them something useful, quick, and easy to say yes to.

Try This:

Finish this sentence:

“If someone subscribes today, they’ll walk away with _____.”

Then turn *that* into your offer.

Think checklist, template, short guide, tiny email series—anything helpful that you already know how to teach.

You’re not bribing. You’re building trust.

Pro Tip: Solve one small, annoying problem. The quicker the win, the better the opt-in rate.

Step 3: Create a Warm, Simple Welcome Email

Your First Email = Your Digital Handshake

Imagine this: someone just handed you their email—aka, a golden invite to their inbox.

Now it's your move.

Your welcome email isn't about hard-selling or showing off.
It's about showing up like a decent human. Friendly. Helpful. Real.

Here's the vibe you want:

"Hey there! I'm glad you're here. Let me show you around."

Keep it short. Warm. Personal. Like you're writing to one curious reader, not a "list."

What to Include in a Great Welcome Email:

1. **Say hi like a real person.**
"Thanks for signing up. I'm [Your Name], and I help bloggers like you create content that actually gets read."
2. **Deliver what you promised.**
If you offered a freebie, link to it right away. No waiting, no extra clicks.
3. **Tell them what to expect.**
"You'll get one email from me each week—no fluff, just useful blogging stuff."
4. **Invite them to reply.**
"Quick question: what's the biggest thing you're stuck on right now?"
This turns a broadcast into a conversation.
5. **Optional personal touch.**
Share a fun fact or quick story: *"Fun fact: My first blog post was about coffee... and nobody read it except my mom."*

Pro Tip:

Your welcome email isn't a sales pitch.
It's a door-opener. A chance to build trust and say, "Hey, I'm in your corner."

Now let's break down how to do that without sounding stiff or salesy:

Writing Your Welcome Email: Set the Tone, Build the Bond

Your welcome email isn't just a polite wave. It's the first impression. The foundation of a relationship. The spark that tells your new subscriber, "You made a great choice."

Why It Matters:

- Sets expectations (How often will they hear from you?)
- Reinforces your voice and values
- Opens the door to real connection (not just broadcasting)

What to Include:

1. A warm greeting that sounds like *you*
2. What they'll get from your emails (frequency + type of content)
3. A personal note or story that makes it memorable
4. An invitation to hit reply

Example You Can Steal:

"Hey friend—I'm seriously glad you're here.

Around here, we do real talk, bite-sized tips, and encouragement for bloggers who want to grow without selling their souls (or burning out).

Expect one email a week—short, sweet, and packed with stuff I wish I knew when I started.

Questions? Just reply. I'm all ears and no bots."

Bonus Pro Tips:

- Use the subscriber's *first name* if possible—personalization boosts trust.
- Add a P.S. with your most popular blog post or freebie.
- Don't overthink. Hit send. You can always tweak it later.

Step 4: Plan 3 Simple Emails to Build Trust (Before You Sell)

Your First 3 Emails = Trust Builders, Not Sales Pitches

Okay—so you’ve sent your welcome email.
Your reader is now officially *in your world*.

Now what?

Well, before you even *think* about selling them anything, you need to show them one thing first:
That you’re worth listening to.

The next 3 emails are your chance to earn trust, build a little friendship, and give them a reason to stick around.

Here’s a simple trust-building game plan:

Email 1: Tell a Story + Share a Win

We’re wired to connect through stories. So start there.

Tell a quick story about a mistake, a lightbulb moment, or something that helped you grow.
Then, share the tip or lesson that came from it.

Example Subject Line:

“I Almost Quit Blogging—Then This Happened...”

Inside the email:

Let them feel the frustration. The turning point. The little win.
Then tie it back to something they can use today.

Email 2: Teach Something Useful

Now that they’ve met the “you” behind the blog, give them something helpful—without strings attached.

Think:

- A 5-minute workflow you use
- A checklist you wish you had starting out
- A tiny tip that makes a big difference

Example Subject Line:

“How I Write Blog Posts in Under an Hour”

Inside the email:

Make it skimmable. Actionable. Easy to say “yes, I’ll try this.”

Email 3: Invite a Tiny Action

People who interact are more likely to stay.

So ask for something small—something they’ll enjoy doing.

Examples:

- “Hit reply and tell me your biggest blogging struggle.”
- “What’s one blog post you’re proud of? Send it my way.”
- “Vote on what you’d like to see next: A post planner or headline cheatsheet?”

This turns your email into a conversation—not a monologue.

Why it works:

You’re not pushing.

You’re showing up with heart, help, and honesty.

That builds trust—and trust is what makes your blog community grow.

Step 5: Make One Offer That Fits What You Just Taught

Don’t Sell Too Soon—But Don’t Stay Silent Either

Here’s where a lot of bloggers freeze up.

You’ve just sent three helpful, honest emails. Your new subscriber is nodding along, feeling seen, learning cool stuff...

And then?

Nothing.

You go quiet—because selling feels scary.

But here’s the thing: If you’ve just taught them something valuable, this is the perfect time to offer *more of that value*—in a way that goes deeper.

It's not about "pitching."

It's about saying, "Hey, if this helped, here's something that can help even more."

Here's how to make that first offer feel natural (and welcome):

1. Make It Match

Your offer should feel like the next logical step.

Example:

If your last email shared how you plan blog content in 20 minutes, your offer might be:

"Want my full blog planning system + templates? Here's the mini course that walks you through it."

This works because it connects directly to what they just learned—and what they're now curious about.

2. Keep It Simple

Don't overwhelm with choices.

Just offer *one* clear path:

- ✓ One product
- ✓ One bonus
- ✓ One clear benefit

This helps your reader say "yes" without overthinking.

3. Lead with Value, Not Pressure

You've already earned trust—don't blow it with a hard sell.

Instead, frame your offer like this:

"If you loved these tips, you'll really love this."

Or:

"This course was made for bloggers who want to turn their ideas into income—without burning out."

Keep it light, honest, and aligned with your tone.

4. Close with Confidence

Give them a reason to take action now—but don't use scare tactics.

Try this instead:

“Doors close Sunday if you want the bonus templates.”

“This week only: I’m offering personal feedback on your first blog plan.”

Urgency works best when it’s rooted in *real* value—not fake countdowns.

Why it works:

You’re giving, not grabbing.

Inviting, not pushing.

And that’s exactly what turns readers into buyers—and buyers into lifelong fans.

Step 6: Send It Again—With a Twist

The Second Email Isn’t Rude—It’s Smart

So, you made your offer.

And maybe... crickets.

Don’t panic. Don’t delete your list. Definitely don’t assume no one wants it.

The truth? Most people don’t act the first time they see something.

They’re busy.

They meant to come back.

They got distracted by the internet’s equivalent of shiny squirrels.

That’s why your next move is key:

You send it again.

But this time, you *flip it a little*.

How to Resend Your Offer Without Sounding Repetitive

1. Change the Angle

In your first email, maybe you explained what your offer is.

In this one, tell a short story. Or highlight a single benefit.

Example:

“Yesterday I shared how the Blog Planner helps map out your month in 20 minutes.

Today, I want to show you how one blogger used it to grow from 200 to 2,000 views in a week.”

New perspective = new interest.

2. Address the Hesitation

You know what's holding them back. Say it out loud.

“Not sure if it's worth it? I get it. I used to overthink every tool too. But this one made planning feel easy—not like homework.”

Acknowledging doubts builds trust—and might be just the nudge they need.

3. Add a Tiny Urgency Nudge

Not a big push. Just a polite tap.

“The early-bird bonus disappears Friday.”
“After this week, the price goes up a little.”

This helps readers *decide*—instead of putting it off (again).

4. Close Like a Human

End with warmth, not pressure.

“No matter what you decide, I hope these emails have made blogging feel a little less lonely—and a lot more doable.”

Even if they don't click now, they'll remember how you made them feel. And that matters.

Why It Works:

You're not shouting louder.

You're just showing up with more clarity, heart, and value.

That's the kind of marketing people actually want to read—and respond to.

Step 7: Keep the Conversation Going

Talk to Your List Like They're People—Because They Are

Here's the secret to not hating email marketing:

Stop writing to a “list.”

Start writing to *a person*—someone who's maybe just like you were a few steps ago.

They're trying to figure things out. They're unsure. They're hopeful.
And they signed up because they trust you to help.

Your job?

Keep the conversation going—even when you’re not “selling” anything.

What Should You Send After the Launch?

Let’s break it down:

1. Share a Behind-the-Scenes Peek

Let your readers see your process. Even the messy middle.

“Want to see what my launch looked like behind the scenes (including the awkward moment I almost cried over Canva)?”

It’s human. It’s relatable. It builds loyalty.

2. Ask a Real Question

Not a survey. Not a poll.

A real, thoughtful question—like you’d ask over coffee.

“What’s something you’re struggling with in your blog right now?”

Even better—invite replies.

When they answer, *write back*. That’s where connection lives.

3. Teach Something Small but Mighty

Don’t wait until you’ve written the next “ultimate guide.”

Share a tip that takes 2 minutes to read and 1 minute to try.

“I’ve been adding this 3-word phrase to my headlines—and clicks went up 40%. Try it in your next post.”

Quick value = massive trust.

4. Tell a Story (With a Point)

Got a weird blogging moment? A mini-win? A lesson learned the hard way?

Tell it.

Wrap it in meaning.

End with a gentle takeaway.

“Last week, I hit publish on a post I almost trashed. It ended up being my most-shared ever. Here’s what I learned: Your mess often becomes your most useful message.”

Final Thought: Your List Is a Campfire

Think of your list like a group gathering around a fire. You’re not giving a speech—you’re sharing stories, asking questions, passing the marshmallows.

And over time?

That fire turns cold subscribers into warm, loyal fans.

All because you kept the conversation going.

Step 8: Make Your First Freebie Work Smarter

Don’t Just Create a Freebie—Create a Shortcut

You’ve probably heard this before: “You need a lead magnet to grow your list.”

But here’s the thing most people forget:
Your freebie isn’t just bait. It’s a bridge.

A bridge between “Hi, nice to meet you” and “I trust you enough to let you into my inbox.”

So don’t just slap together a PDF and hope it converts.
Create something that *actually helps*—and makes your new subscriber think, “Wow, if the free stuff is this good...”

What Makes a Great Freebie?

Let’s look at what works (and what doesn’t):

YES: Solve a Specific Problem

Great freebies do one thing really well. Like:

- “The 10-Minute Blog Post Outline”
- “25 Blog Headline Templates That Actually Work”

- “How to Plan 30 Days of Content in One Hour”

These are easy to say yes to. They’re quick wins. Useful. Actionable.

NO: The Giant Info Dump

A 47-page ebook? A 6-part video series?

Too much. Too soon.

Remember—your new subscriber just met you. Don’t ask them to move in right away.

Freebie Ideas That Fit Blogging Like a Glove

Here are a few formats that *always* work for bloggers:

1. Checklists

People love checking boxes.

Create a quick-reference list they can print, bookmark, or use over and over.

“Blog Post Publishing Checklist”

“SEO Setup Steps for Beginners”

2. Cheatsheets

Think: condensed wisdom. A one-pager of high-value tips.

“Headline Formulas That Convert”

“My Blog Traffic Toolkit (Quick Version)”

3. Mini Challenges

Invite your reader to take action—with you cheering them on.

“Write 3 Blog Posts in 3 Days”

“A 5-Day Newsletter Refresh (No Tech Headaches)”

4. Templates

Everyone loves a plug-and-play.

“Welcome Email Swipe File”

“First Blog Post Template”

Your Freebie Doesn’t Have to Be Fancy

It just needs to do this:

- ✓ Be helpful
- ✓ Be simple
- ✓ Connect to what you blog about
- ✓ Make your reader feel smart, capable, and ready to come back for more

Final Thought: Let Your Freebie Do the Heavy Lifting

Once you've made a good one?
It works for you—every single day.

It greets new readers.
It starts the trust.
It builds the relationship before you even say hello.

Now that's a smart freebie.

Step 9: Set Up a Simple Welcome Sequence

What Happens After “Hi”?

So someone just signed up for your freebie—yay!

But now what?

Here's the thing: If you *don't* email them soon... they'll forget you. (Ouch, I know.)

That's why your welcome sequence matters. It's not about selling.
It's about showing up. Starting a conversation. Making a connection.

Think of it like this: Your subscriber just walked into your cozy café. The freebie? That was the coffee. The welcome sequence? That's you saying, “Hey, glad you're here. Want to hang out a bit?”

What's a Welcome Sequence, Anyway?

A welcome sequence is a short series of 3–5 emails sent automatically to new subscribers.

Its job?

- ✓ Introduce you
- ✓ Help them feel at home
- ✓ Invite them deeper into your world

It doesn't have to be fancy. Just warm, real, and helpful.

Here's a Simple 4-Email Example:

Email 1: Deliver the Freebie + Welcome

- Subject: "Here's your free [thing] + a quick hello!"
- Say thanks.
- Link the freebie.
- Set expectations: "You'll get a few emails from me this week to help you [insert benefit]."

Email 2: Your Story + Why You Blog

- Share a short, personal moment. A turning point. A lightbulb.
- Help them see *why* you care—and why they should too.

"I started blogging because I couldn't find honest, helpful advice anywhere. So I decided to write the kind of stuff I wished I'd had."

Email 3: Your Best Stuff

- Link 1–3 blog posts that showcase your voice, values, and usefulness.
- Add a line or two on what each post helps with.

"If you're stuck on headlines, this post breaks it down in plain English."

Email 4: Invite Engagement

- Ask a question. Prompt a reply.
- Example: "What's your biggest struggle with blogging right now? I read every reply."
- OR invite them to your community, resource page, or next step.

Pro Tips to Keep It Human:

- Use their first name (if you collected it).

- Write like you're talking to one reader, not a crowd.
- Add little quirks, stories, or analogies to sound like *you*.

Final Word: Start the Relationship Right

You don't need a slick funnel or a perfect plan.

You just need to show up.

Say hi.

Be human.

Be helpful.

Your welcome sequence is the beginning of a long, lovely conversation.

Make it count.

Step 10: Track What's Working (Without Fancy Tools)

How Do You Know If Your Emails Are Actually Working?

Let's be honest: Clicking "Send" on an email can feel a little like tossing a message in a bottle.

You worked hard. You hit send. Then you wait.

But how do you *really* know if people opened it, loved it, or just... quietly deleted it?

The good news?

You don't need to be a data nerd to track what matters.

Let's keep it simple.

The 3 Numbers You Actually Need to Watch:

1. Open Rate

This tells you: *Did your subject line grab attention?*

Industry average: around 30% (but this varies).

Good to aim for: 20%–40%

If your open rate is low → Your subject line might be too vague or too bland. Try something punchier next time, or add a question that sparks curiosity.

2. Click Rate

This tells you: *Did they want more?*
Did they click a link, a button, or check out your post?

Good to aim for: 2%–5%

If your click rate is low → Maybe the link wasn't obvious or your email felt more "read it and leave it" than "read it and DO something."

3. Unsubscribe Rate

This shows how many people decided to leave your list after getting your email. It happens—but a sudden spike can mean your content felt off, too salesy, or too frequent.

Keep it under: 0.5%

Tip: If people are leaving often, it's time to re-evaluate your content, tone, or email frequency.

4. Replies / Responses

Not always tracked—but super powerful.

If someone hits reply? That's gold. It means they care. It means you *connected*.

You Don't Need Fancy Dashboards—Just These 3 Questions:

After each email, jot these down:

- Did it feel like *me*?
- Did people open it?
- Did anyone take action?

That's your email journal. And it's more useful than a spreadsheet with 47 tabs.

Date Sent	Email Subject	Blog Post Linked	Open Rate (%) [20-40%]	Click Rate (%) [2-5%]	Unsubscribe Rate (%) [0.5%]	Notes
4/1/2025	The trick I use to write faster	/write-faster	28	4.20	0.2	Used short story + direct CTA

Tip: Add a tracking link (e.g. UTM or Bitly) to your blog post so you can clearly see which traffic came from which email.

Pro Tip: Don't obsess over perfect numbers. Focus on improvement.

Simple A/B Testing Tips (for Subject Lines)

Want to know what really makes people open your emails? Try **A/B testing**—that's just a fancy way of saying you test two versions of your subject line.

Example:

- Version A: “3 Tricks That Saved My Blog from Burnout”
- Version B: “The Simple Habit That Helped Me Blog Without Burning Out”

Your email provider will send each version to a small group, then pick the winner for the rest of your list.

Pro Tip: Only test one thing at a time (like the subject line). That way, you know what made the difference.

How to Tweak Based on Feedback and Data

If your open rate is low → Tweak your subject line. Try something more curious or personal.

If your click rate is low → Look at your call-to-action. Was it clear? Was the link easy to spot?

If unsubscribes are rising → Rethink your content or frequency. Are you sending too often? Are your emails too long or off-topic?

The takeaway?

Don't guess—watch what your readers are telling you *through their actions*.

Final Thought: Feedback = Fuel

Every open is a nod.

Every click is a “Tell me more.”

Every reply is a conversation waiting to happen.

You're not writing *to* your list.

You're writing *with* your list.

Keep listening. Keep adjusting. Keep going.

Step 11: How to End Your Email So Readers Know Exactly What to Do Next

You just wrote a killer email.

The kind that makes someone nod, smile, or maybe even hit “reply.”

Now what?

You need to guide them to the next step.
That's what a CTA—a call to action—does.
But here's the secret: A CTA isn't a billboard. It's a conversation.

Let's make sure yours feels like an *invitation*, not a command.

What Makes a CTA Actually Work?

A good CTA doesn't shout "BUY THIS NOW."
It gently says, "Hey, want to keep going together?"

Here's how to craft one that feels real—and gets results:

5 CTA Styles That Feel Like You're Helping, Not Selling

1. The Friendly Offer

"Want more tips like this? I can send them straight to your inbox every week."
Why it works: It sounds helpful, not pushy.

2. The FOMO Fix

"Before you go—did you grab the free blog checklist?"
Why it works: It reminds readers there's a free win waiting. And no one likes missing out.

3. The Gentle Nudge

"Curious what's next? Let me show you."
Why it works: It teases the next step, and builds a little mystery.

4. The Action Buddy

"Let's build your blog traffic together—click here to start."
Why it works: The word "let's" makes this feel collaborative. Not "me vs. you"—it's *we*.

5. The Connection Boost

"Tell me what you think—just hit reply. I read every note."
Why it works: It opens the door to real conversation. Not just a click.

Soft vs. Bold CTAs: Know When to Use Each

- **Soft CTAs** = best for emotional or personal emails.
(“Here if you need me.” / “More like this? I’ve got you.”)

- **Bold CTAs** = best for product launches, deadlines, or big announcements.
("Doors close Friday—grab your spot now.")

Both have power. Choose the one that fits the *vibe* of your message.

Pro Tip: Write Like You Talk

Avoid phrases like:

- "Click here for more information"
- "Submit your response"

Try this instead:

- "Want in? Click here."
- "Tell me your favorite part—just hit reply."

When in doubt, write it like you'd text a friend.

Your Turn: Add a CTA That's Real, Not Robotic

Try one of these to end your next email:

- "Got questions? I'd love to hear them."
- "Want more tips like this? Join me here."
- "Download the checklist. It's free and yours."

Pick one. Test it. See how it feels.

CTAs are your way of saying,
"Hey, let's keep talking."
So make them count.

You've Set the Foundation—Now Let's Get Those Emails Opened

You've laid the groundwork: your list is started, your first welcome email is sent, and you're ready to show up consistently.

Now comes the fun part: getting people *excited* to open your emails.

Because here's the truth...

Even the most brilliant email can flop if the subject line is boring.

Think of your subject line like a movie trailer—it needs to spark curiosity, offer a hint of value, and make people think, *"I need to read this."*

So before you press send on your next message, let's break down the magic behind...

Subject Lines That Spark Curiosity and Clicks

Your subject line is like your blog post's front door. If it's boring or confusing, people scroll right past.

But if it sparks curiosity—or feels like it was written *just* for them?
Click.

Let's break down the secret sauce behind subject lines that actually get opened—without sounding spammy or like you're trying too hard.

Examples of Real Subject Lines That Work

You don't need ALL CAPS or 17 exclamation points. You just need real talk that makes people want to read more.

Examples:

- "What I wish I knew before starting my blog"
- "3 writing habits that secretly waste your time"
- "This tool saved me 4 hours last week (not kidding)"

Why they work

They feel personal. They tease value. And they leave a question hanging in the reader's mind.

Emotional Power Words to Use

These are the words that tap into real feelings. Use them to connect and trigger curiosity, urgency, or inspiration.

Curiosity: secret, behind-the-scenes, surprising, hidden, untold, revealed

Scarcity/Urgency: final, last, gone, ending, limited, quick, before it's too late

Helpfulness/Support: easy, simple, beginner, proven, step-by-step, guide, fast

Examples in action:

- “The simple trick I used to double my traffic”
- “Behind the scenes: how I plan my content in 30 minutes a week”
- “The final checklist I use before hitting ‘publish’”

Words to Avoid (Because They Sound Like Spam)

Some words send your emails straight to the dreaded spam folder. Others just make you sound like a late-night infomercial.

Avoid words like:

- Free!!! (especially with too many exclamations)
- Buy now
- Guarantee
- Limited-time offer
- Make money fast
- Amazing, miracle, unbelievable

Better alternatives:

Instead of “Free,” try “Instant access” or “Download here.”

Instead of “Make money fast,” say “Grow your blog income step-by-step.”

Looking for a deeper dive on writing emails that dodge the spam folder?

You're in luck—I've bundled up some helpful extras just for you:

Bonus #1: *How to Keep Your Emails Out of the Spam Folder*

A step-by-step guide to help your emails land exactly where they belong—the inbox.

Bonus #2: Spammy Words to Avoid in Your Email

A handy reference of words and phrases that can quietly sabotage your email deliverability (and what to say instead).

Go check them out—they're like little inbox insurance policies.

More Subject Line Examples That Work

- “You asked, I answered: My blog strategy revealed”
- “This one tiny mistake killed my traffic last week”
- “The 10-minute habit that made me a better writer”
- “3 reasons your posts aren’t getting clicks (and what to do)”

Final Tip:

Write 3 subject line options every time.

Then pick the one that makes *you* curious. Or test two with a small segment of your list and see which wins. The more you practice, the better you'll get.

Write Emails People Actually Want to Read

Writing regular newsletters (without sounding boring or spammy)

Think of your email like a mini blog post or a note to a friend. Don't just drop a link—share something *around* it.

Example:

“So I accidentally deleted half my blog last week. Yep. Total panic mode. But while fixing it, I discovered a trick that actually sped up my site. I break it all down here: [link]”

Mini Blog Post or Friendly Note

Instead of sounding like a marketer, write your emails like you're texting a friend who totally gets you. The best emails feel personal, casual, and real—like a mini blog post, but with the warmth of a note passed in class.

Here's a better way to phrase it:

“So I accidentally deleted half my blog last week. Yep, total panic mode. But while trying to fix it (read: frantically Googling), I stumbled on a speed trick that actually

made my site faster. Silver lining? Definitely. I break it all down here if you're curious: [link]"

Use short paragraphs for Readability

Big blocks of text feel like homework. Keep it light and breezy with 1–2 sentence chunks.

Before:

"There are several reasons you should update your old blog posts regularly. Search engines reward fresh content. Readers appreciate up-to-date info. And, let's face it, sometimes your old posts are a little... well, dusty."

After:

"Old blog posts feeling dusty?
Update them.
Google loves fresh stuff. So do your readers."

Ask questions to Prompt Engagement

Questions in emails are like open doors—they invite your reader in and make the conversation feel personal. When you ask something simple or relatable, you create space for connection, not just broadcasting.

Here's how to use questions to boost engagement:

1. **Start with curiosity or humor.**
→ "Have you ever hit publish... then realized your blog post had zero images?"
2. **Be personal and playful.**
→ "What's your weirdest writing habit? (I type better with socks on, apparently.)"
3. **Keep it low-pressure.**
→ "Quick question—do you batch your blog content or wing it week to week?"
4. **Ask for opinions.**
→ "I'm debating between two post titles—want to help me pick?"

Example:

"Have you ever written an entire post... and then realized you hated the headline?"
"What's your go-to writing snack? (Mine's peanut butter straight from the jar—no shame.)"

Why it works: Questions trigger replies, clicks, and connection. Your reader becomes part of the process, not just the audience.

Use them in your intro, mid-email, or even your P.S. You'll be surprised how many people want to talk—if you just ask.

Tell Micro-Stories to Build Connection

Stories are sticky. They're not just memorable—they're magnetic. By sharing small, real-life moments, you help readers feel like they know you, not just your blog.

Here's a great example of a micro-story that builds instant connection:

*"When I first started my blog, I sent my very first email to... zero people.
Yep. I had a signup form but forgot to connect it to my list.
Lesson learned: test everything. Twice."*

Why it works:

1. **It's honest.** Mistakes make you human—and relatable.
2. **It teaches.** Your reader walks away with a tip (check your form!).
3. **It connects.** They've probably made a similar goof—and now, they trust you more.

Next time you email your list, try weaving in a quick story.

Big moment or small mishap—both can leave a lasting impression.

Always link back to your blog post (even if just in the P.S.)

Even when your email feels like a cozy story or a quick tip, always give your reader a way to go deeper. A clickable link creates momentum—and keeps them on your content path.

Don't overthink it. A simple P.S. works wonders:

***P.S.** I just published a new post about the 3 traffic strategies that finally worked for me—no ads, no fluff. You can read it here if you're curious.*

Why it works:

1. *It feels low-pressure and conversational.*
2. *It drives consistent traffic to your blog.*

3. *It builds a habit—your readers will start expecting helpful extras.*

So even if your email is a quick laugh or a behind-the-scenes moment, drop in a gentle link. Your content deserves a second act.

Simple Hook → Value → CTA Structure

A well-structured email helps your reader glide from curiosity to value to action—without friction or fluff.

Here's how to craft it:

1. **Hook** – Grab attention with a relatable or emotional question.
“Ever feel like your blog posts disappear into the internet void?”
2. **Value** – Share something immediately useful or insightful.
“Last month, I ran three headline tests—and one version boosted my clicks by 200%.”
3. **CTA (Call to Action)** – Invite the reader to go deeper.
“I broke it all down here (with screenshots and subject lines you can steal): [Your Link]”

Use this format to keep your emails focused, digestible, and action-driven. Readers know what they're getting—and what to do next.

Stay Consistent Without Burning Out

Let's be real: life gets messy. Some weeks you're on fire. Other weeks, just opening your laptop feels like a win.

Write Weekly or Biweekly—But Don't Overdo It

That's why you don't need to email your list every day. Once a week is enough. Even twice a month can work wonders.

The key? **Pick a pace you can stick with.**

Show up when you say you will—

Even if it's short.

Even if you're tired.

Even if you think no one's reading yet.

Because *consistency builds trust*. And trust is why people stay subscribed.

Batch When You're in Flow (Sunday example)

Batching means writing a few emails in one sitting—while your brain is in the zone.

Example:

Instead of writing one email every Monday morning (while half-awake), try writing 3–4 emails on a Sunday afternoon when you're feeling clear and focused.

You can then schedule them to go out over the next few weeks.

Build a Simple Content Calendar for Your Emails

Think of this as your email “menu.” It helps you plan what you'll send—before you're stuck staring at a blinking cursor.

Example email themes to rotate:

- Week 1: A personal story + lesson
- Week 2: A tip or tool you love
- Week 3: Behind-the-scenes or blog update
- Week 4: A roundup of useful links (yours or others)

Even if your calendar is just sticky notes or a Google Doc, it works.

Pro Tip:

Write when you're inspired. Schedule so you stay consistent.

If an idea hits while you're brushing your teeth or walking the dog. Jot it down. Capture that spark. Then turn it into a short email and schedule it for later.

Because inspiration is unpredictable—but your readers deserve to hear from you *on purpose*, not just when the stars align.

Keep Your Emails Out of the Spam Folder

You've worked hard on your email. The last thing you want is for it to end up in someone's spam graveyard—buried under fake sweepstakes and long-lost “princes” offering fortunes.

Good news? Staying out of the spam folder is easier than you think.

Here's how to make sure your emails land where they belong—*right in your reader's inbox*.

Use Simple, Human Language

Spam filters don't like shouty, pushy language. And honestly, neither do people.

Avoid words like:

- “Buy now”
- “100% free!!!”
- “Guaranteed!”
- “Make money fast”

Better alternatives:

- “Grab your copy”
- “Get instant access”
- “Try this strategy”
- “Here's what worked for me”

Pro tip: If it sounds like a late-night infomercial, rewrite it.

Authenticate Your Domain (Without the Tech Headache)

Let's break it down simply.

Email authentication—using terms like **SPF**, **DKIM**, and **DMARC**—might sound like alphabet soup. But really, it's just this:

Imagine sending a letter. You want the mail carrier (your email platform) to prove it's really from you—not someone faking your signature. That's what authentication does for your emails.

Here's the deal:

- **SPF (Sender Policy Framework):** Think of it as a “guest list” of who's allowed to send emails on your behalf.
- **DKIM (DomainKeys Identified Mail):** Like sealing your envelope with a wax stamp, proving the message hasn't been messed with.

- **DMARC:** This is your bouncer—it checks SPF and DKIM, and decides what to do if something doesn't check out.

Example:

If you're using a custom domain (like [yourblog.com](#)), your email provider (ConvertKit, MailerLite, etc.) will guide you through adding a few simple records to your domain's DNS. One time setup, then you're good to go.



Do it once.



Enjoy better deliverability forever.



Translation: Your emails are more likely to land in inboxes, not spam folders.

Think of it like showing your ID at the door. It builds trust—and keeps you out of trouble.

Don't Overload with Links or Images

Sure, images and links are great—but too many can trigger red flags.

Keep it clean:

- 1–2 links per email is usually enough
- Use 1 image max (or none at all if it's a plain-text style)

Emails with too much “stuff” can feel like junk, even if your message is great.

Encourage Replies (and Whitelist Requests)

Ask your readers to hit “reply”—and *mean it*.

Example:

“Got a question? Just reply—I read every one.”

You can also ask them to add your email address to their contacts. This tells their inbox, “Hey, I actually want these emails.”

Clean Your List Regularly

Hanging onto inactive subscribers hurts your deliverability. If someone hasn't opened in months, it's okay to let them go.

Do this:

- Send a re-engagement email after 60–90 days of silence
- If they don't respond, remove them

Remember: A smaller, *active* list is better than a big one full of ghosts.

Use Your List to Drive Blog Traffic



Let's not sugarcoat it—writing a blog post takes effort. So don't just publish and hope people magically find it. Your email list? That's your built-in VIP crowd. Use it.

Every email you send is a chance to gently point people back to your blog—without sounding pushy or robotic.

Here's how to do it in a way that feels natural (and gets clicks):

Use Stories to Drop a Link Naturally

If you want your reader to click a link, don't just say "Click here." Make it feel like a natural next step in a real story.

Try this:

"I was deep in editing mode last night—eyes blurry, coffee cold—when I finally cracked the intro for my new blog post. You know, the one about growing your list without sounding like a sleazy marketer? I hit publish with shaky hands and a little hope. Want to see how it turned out? Here it is."

- ✓ You've built curiosity.
- ✓ You've set the scene.
- ✓ You've invited, not begged.

Telling a mini story gives your reader emotional context and makes the link feel like part of the journey—not just a sales pitch.

Think of it like chatting with a friend: "Oh! That reminds me—I wrote a post on this. You might like it."

Subtle. Friendly. Effective.

Link to new blog posts (obviously)

This is the easiest way to keep traffic flowing. But don't just drop a link—give it a reason to matter.

Example:

"This week's post is a quick guide to writing blog intros that don't suck. If you ever freeze up at the first sentence, this one's for you."

Link to older posts that relate to the topic

Got a library of content? Reuse it! If it connects to what you're talking about, drop it in.

Example:

"P.S. If this tip helped, you might also like the post I wrote last fall about 3 blog mistakes I kept making (and how I fixed them)."

Mention your blog casually in stories, tips, or rants

Sometimes the best links are the ones that *don't* feel like links. Weave your blog into the conversation like it's part of the story.

Example:

“I talked about this more in a post I wrote after totally messing up my first product launch. You can read that mess (and what I learned) here.”

Use P.S. for Gentle Linking

The **P.S.** is prime real estate—your reader’s eye naturally drifts there, even if they skim the rest.

So use it to **gently guide** them to your blog, product, or next step—without sounding pushy.

Try this:

“P.S. Just shared a post about how I doubled my email open rate with one subject line tweak. It’s a quick read, and might spark your next idea: Read it here.”

Why it works:

- It feels like a casual nudge, not a hard sell.
- It catches attention after the “main” message is done.
- It gives people one clear, low-pressure next step.

 **Tip:** Make the P.S. conversational—like you’re texting a friend. Keep it light, helpful, and clickable.

Use a clear, friendly call-to-action (CTA)

Tell your reader exactly what to do—but in a way that feels like a helpful nudge, not a bossy demand.

Examples:

- “Read this post if you’ve ever struggled to write your ‘About’ page.”
- “Take 3 minutes and check this out—it might save you hours later.”
- “Click here to see the one thing I changed that doubled my traffic.”

Pro Tip:

Make it **easy** to read.
Make it **clear** why it matters.
Make it **irresistible** to click.

Your email isn't just a message—it's a bridge that brings your readers back home to your blog. Walk them across it with clarity, warmth, and a dash of curiosity.

Final Thought

Email marketing isn't just a “nice to have.”
It's the safety net, the amplifier, the campfire where your most loyal readers gather.

It's how you build community. It's how you build *momentum*.

You don't need a massive list to make a big impact.
You just need to start. One email. One reader. One real connection at a time.

So go on—start scrappy.

Write like you're talking to a friend.

And let your inbox become the best corner of the internet your readers visit all week.

Don't overthink it.
Don't wait until everything's “perfect.”
You've got everything you need right now to take the first step—so why not do it today?

Segmenting for Smart Growth

Introduce how breaking your list into smaller groups (new subscribers, longtime readers, topic interests) helps deliver more relevant emails and boosts engagement. This helps bloggers move beyond “one-size-fits-all” messaging and grow a more responsive audience.

Bonus Tip: Offer an example automation like a welcome series just for new subscribers or a tag for people who click on “monetization” content.

Why One-Size-Fits-All is Out?

You've got a growing email list—yay! But here's the hard truth: if you're sending every email to every subscriber... you're leaving clicks, trust, and money on the table.

Think of your email list like a dinner party. You wouldn't serve steak to your vegan friend or hand the wine list to your sober cousin, right? Everyone's got different tastes. And your subscribers? They're no different.

Let's talk about how list segmentation helps you speak to the right people with the right message—without sounding like a robot.

Why Segmenting Your List Just Makes Sense

When you divide your email list into smaller, more specific groups, magical things happen. (Okay, not Hogwarts magical—but definitely conversion magical.)

Here's what you unlock:

- **Higher open and click-through rates** (because the content *actually* fits them)
- **Fewer unsubscribes** (no one's bailing because you keep sending stuff they don't care about)
- **More conversions** (hello, targeted offers that feel like you read their minds)
- **Stronger relationships** (you're not just another brand—you're *their person*)

It's like tailoring your playlist for a road trip. Chill vibes for the morning, dance anthems by sunset.

How to Break It Down: Segmentation Ideas You Can Use Today

Don't overthink it. Start with a few simple buckets:

New Subscribers

- Set up a *Welcome Series* that introduces your brand and best content.
- Teach them what to expect—and give them a reason to stick around.

Loyal Readers

- Tag folks who always click or reply.
- Send behind-the-scenes stories, sneak peeks, or early access to offers.

Topic Interests

- Got blog categories like "SEO," "Email Marketing," or "Affiliate Tips"?
- Tag people based on what they click or sign up for.
- Then? Send them more of what they already love.

Bonus Automation: Make Your Email List Work While You Sleep

Here's a quick win:

Set up a trigger that adds a “**Monetization Interested**” tag to anyone who clicks on blog posts or lead magnets about making money.

Now you can:

- Send them affiliate roundups or case studies.
- Offer mini-courses or coaching.
- Test product ideas without annoying the rest of your list.

All this? Automated. You write once. The system keeps working.

Let's Wrap This Up

List segmentation isn't just for big brands with tech teams and fancy tools.

It's for *you*, the scrappy, heart-led blogger who wants to serve better, sell smarter, and actually connect with your people.

Break that big list into mini-parties. Customize the playlist. Pour the right drinks.

And watch your audience go from subscribers... to superfans.

Affiliate Marketing: Keep It Simple, Smart & Scalable

If you're a blogger looking to monetize your content, affiliate marketing is one of the easiest and most rewarding places to start. But instead of cramming it all here, I've already put together a **complete, step-by-step guide** just for you.

Click here to read: [Affiliate Marketing for Bloggers – The Full Guide](#)

Inside, you'll learn:

- How to choose the *right* products that feel natural to recommend

- Where to place affiliate links for maximum clicks
- How to stay authentic (and avoid sounding salesy)
- My favorite tools to track clicks and earn commissions

No fluff. No overwhelm. Just real-world tips you can implement right away to start turning blog traffic into income.

Go read it, take notes, and let's start stacking those affiliate wins!

Quick Recap: Your Email Marketing for Bloggers Cheat Sheet

Need the Cliff Notes version? I got you.

- **Start messy.** Launch your list *before* you feel “ready.” (Because spoiler: ready is a myth.)
- **Bribe politely.** Create a lead magnet that solves one small, nagging problem.
- **Talk like a real person.** Bonus points for weird jokes and snack-related confessions.
- **Show up on purpose.** Whether it's weekly or twice a month—consistency > perfection.
- **Stay out of the spam swamp.** Keep it clean, clear, and friendly.
- **Watch the numbers, not your ego.** Tweak based on open rates and click love.
- **Point them back to your blog.** Casually, cleverly, like you're recommending a favorite pizza joint.

You don't need thousands of subscribers to make an impact.
You just need a few who truly care.

And the way you build that kind of list?
It's not about hype. It's about heart.

Remember this:

You're not here to collect emails.
You're here to connect—with real people, in real ways.

A Little Gentle Push (because we all need one)

Before you go down another rabbit hole tweaking your opt-in page or organizing your content calendar...

Just take one step today.

- Write that first welcome email.
- Set up your signup form.
- Jot down three subject lines that make *you* curious.

It doesn't have to be perfect.

It just has to be real.

Because every thriving list—every blog that *works*—starts the same way:

With one imperfect but brave step forward.

And yours? It starts right here.

Final Thought: You're Not Just Sending Emails—You're Opening Doors

This isn't about marketing tactics.

It's about creating space for conversations that matter.

Each email is a tiny light in someone's inbox. A gentle signal that says:

"You're seen. You're not alone. I'm with you."

That's what keeps readers coming back.

That's what turns followers into fans.

That's how a blog becomes a little corner of the internet someone calls home.

So show up—messy, honest, *you*.

Hit "send" even when it's scary.

Because your words? They count.

Now go make your inbox a place where hearts gather.