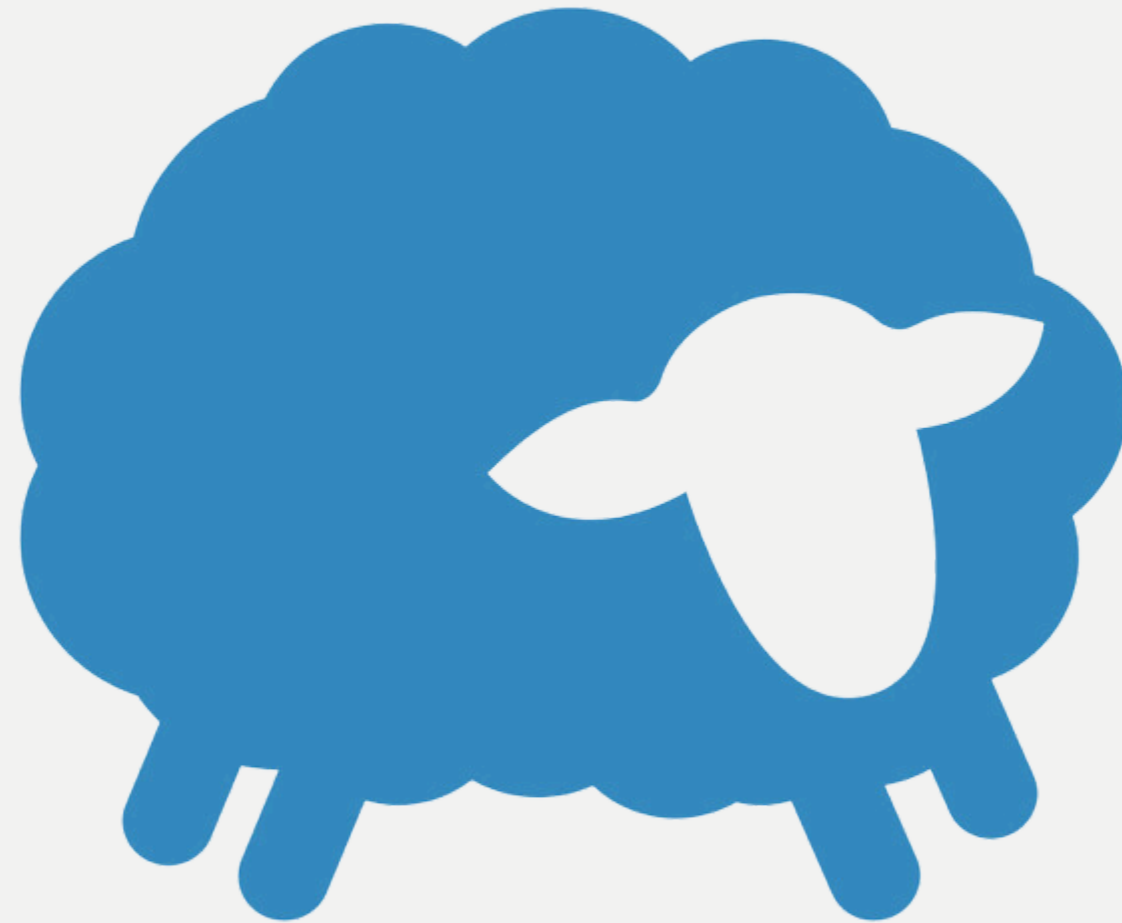


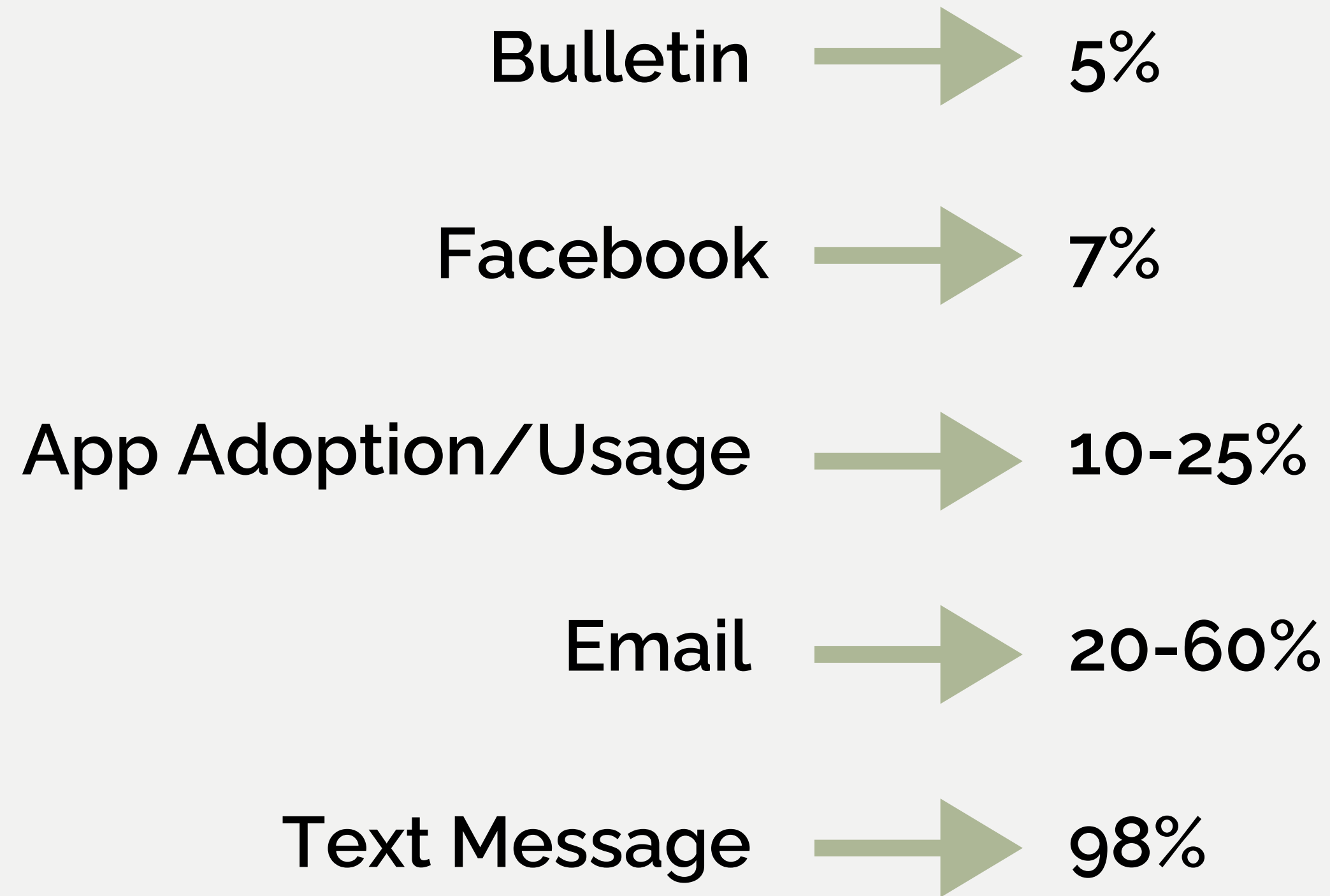


# How to write emails people will actually read





**UNO**  
(Flocknote Mascot)



# What we will cover today

1. Your relationship with your people
2. The WHY
3. Asking, “What do I want from them?”
4. The all-important Subject line
5. The time of day that you send emails
6. The quality of your list
7. Content
8. And finally, Being consistent

# #1 Your Relationship (From Name)

- *Do they know you?*
- *Do they trust you?*
- *How good is your relationship with them?*

## #2 The Why

*Meh.*

“We want to announce our next church picnic event.”

## #2 The Why

*Better.*

“We want to announce our next church picnic event  
***so that people come to it.***”

## #2 The Why

*Best.*

“We want to announce our next church picnic event ***so that people come to it, create a sense of fellowship, and enjoy time with their families.***”




# #3 Asking, “What do I want from them?”

## FREE FUN

FOR THE WHOLE FAMILY

### You're Invited

We'd love to have you and your family at our upcoming event... Picnics, parties, snacks galore. I'm here to tell you more!



#### Parish Picnic

We hope you and your family can join us for the Parish Picnic this April!

[Sign Up](#)

- Reserve a table
- Bring a side
- Bring a main dish
- Bring a dessert
- Volunteer for 50/50 sales

## Parish Picnic

We hope you and your family can join us for the Parish Picnic this April!

### Reserve a table

20 seats available

[Sign Up](#)

20

## #4 Subject Line



News from Holy Cross

Our 33rd Annual Church Picnic



Can you attend our Church picnic?

# #4 Subject Line...and content preview

Q Search

● **Cathedral of the Sacre...** 5:15 PM >  
Cathedral of the Sacred Heart Newslet...  
THE CATHEDRAL OF THE SACRED  
HEART HOLY WEEK AT THE CATHEDR...

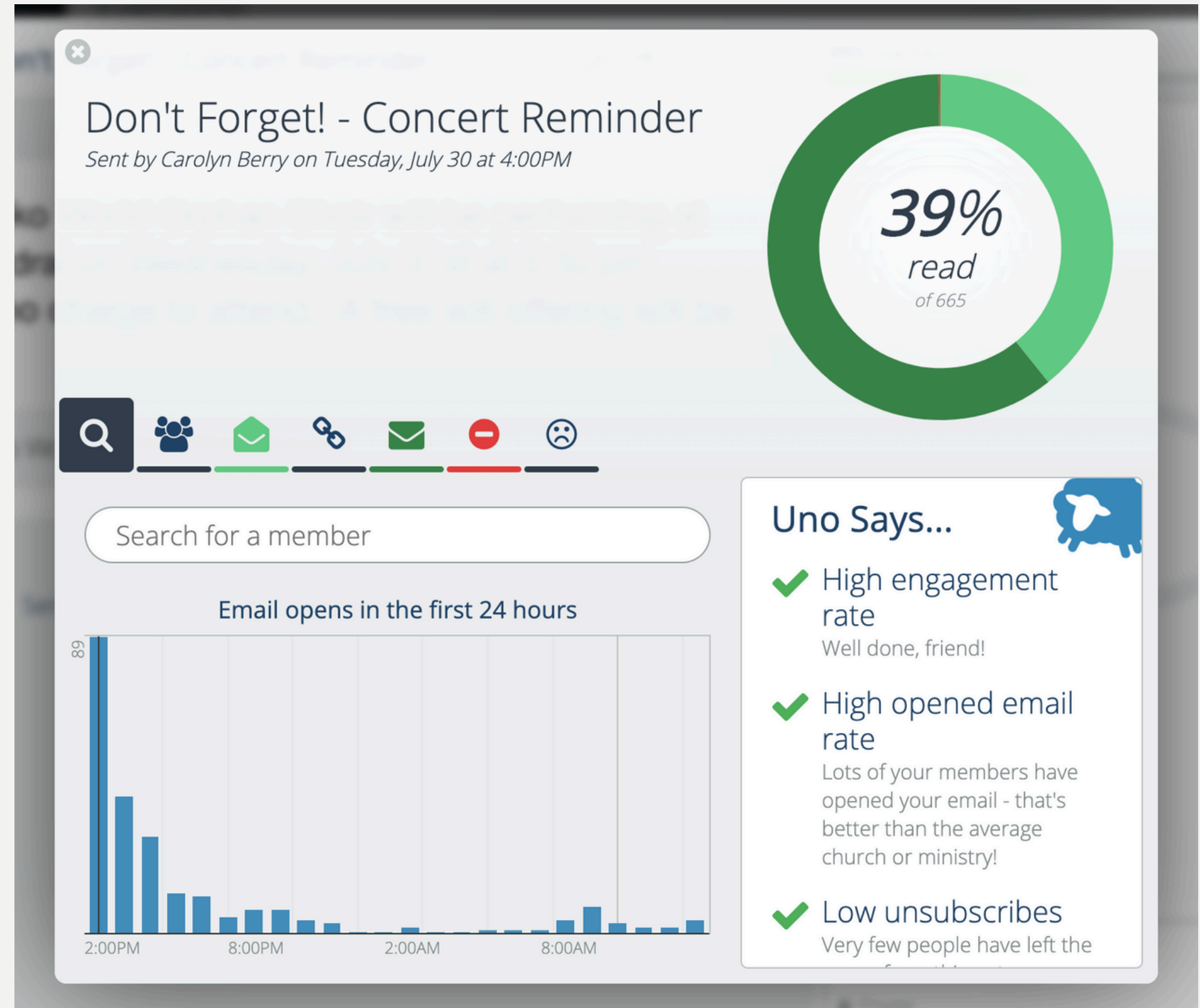


Q Search

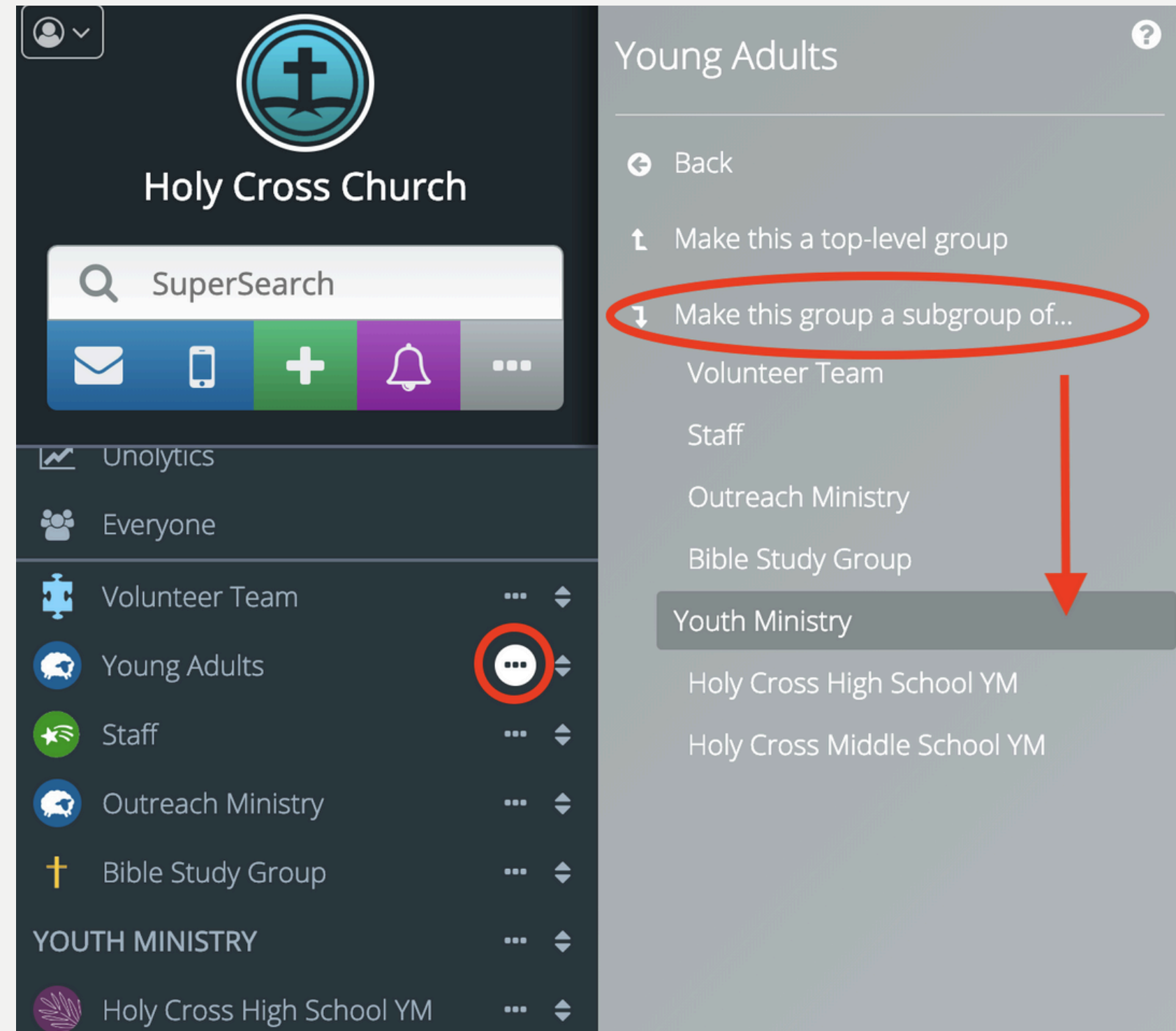
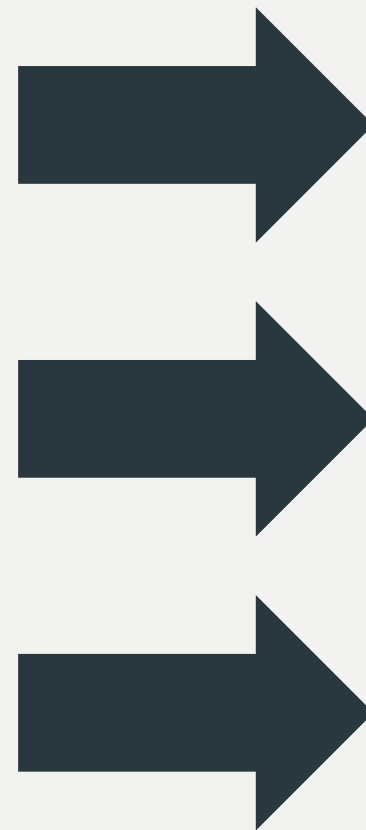
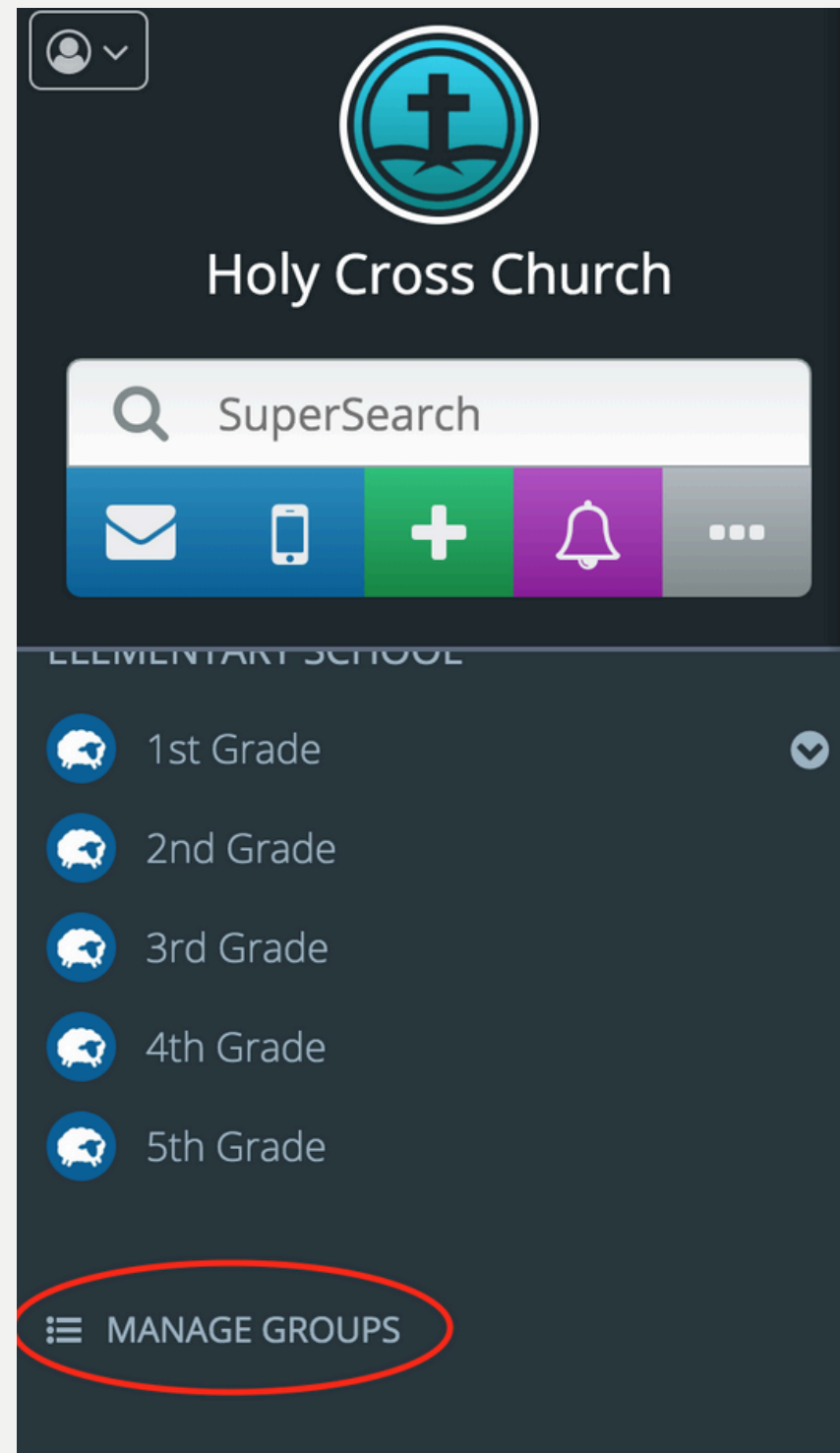
● **Cathedral of the Sacre...** 5:19 PM >  
Holy Week and Easter Mass Times  
- Holy Thursday Mass - 6:00pm - Good  
Friday Service - 3:00pm - Holy Thursd...



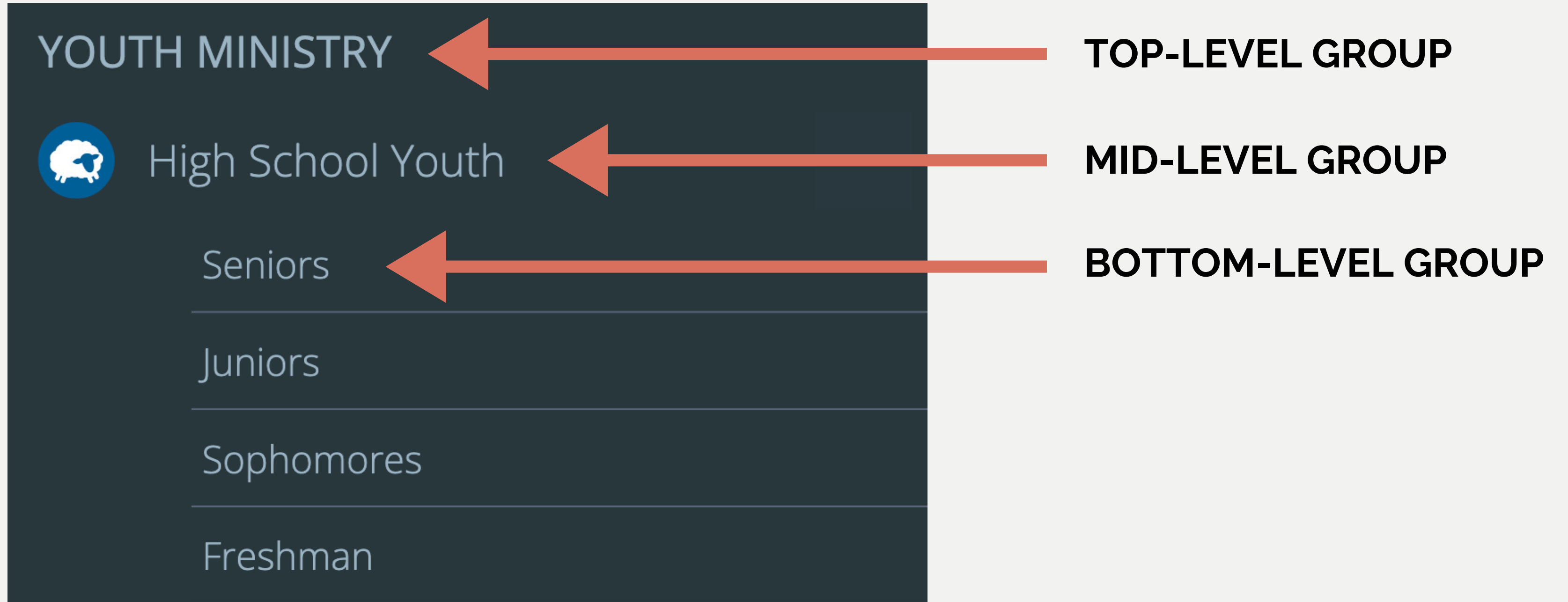
# #5 Time of Day & write for mobile



# #6 List Quality



# #6 List Quality





# #7 Content

- Cut the fluff
- Look for rote and meaningless language

*“You won’t want to miss it”*

*“Just”*

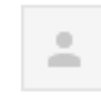
*“It’s going to be awesome/great/cool”*



# #7 Content

Cathedral of the Sacred Heart Newsletter

Inbox x



Cathedral of the Sacred Heart

via mail133.atl81.rs

Apr 13 (5 days ago) ☆



to me ▾

## THE CATHEDRAL OF THE SACRED HEART



**In Observance of Good Friday the Cathedral Office will be closed this Friday, April 14th.**





# #7 Content

Holy Week & Easter Service Times Inbox x 10:40 AM (1 minute ago)

Sacred Heart Cathedral  
to me

## Holy Week & Easter at the Cathedral

### Holy Thursday, April 13th

**6:00 pm** - Mass of the Lord's Supper  
**8:00 pm - 12:00 am** - Adoration

### Good Friday, April 14th

**6:00 pm** - The Passion of the Lord  
**\*\*Church office will be closed all day\*\***

### Holy Saturday, April 15th

**7:30 pm** - Easter Vigil

### Easter Sunday, April 16th

**8:00 am** - Mass with Pancake Breakfast and Easter Egg hunt to follow  
**11:00 am** - Mass  
**5:30 pm** - NO MASS



Sent by Keit Rowley Add a comment

# #7 Content

Holy Week and Easter Mass Times ↳ Inbox x



**Cathedral of the Sacred Heart** <mail@flocknote.com>

9:09 PM (0 minutes ago)



to me ▾

## Holy Week & Easter at the Cathedral

### **Holy Thursday - April 13**

**6:00pm** – Mass of the Lord's Supper

**8:00pm - Midnight** – Adoration

### **Good Friday - April 14**

**3:00pm** – Passion of the Lord

\*\*Devil office will be closed all day\*\*



# #7 Content

- Does this immediately connect with a relatable emotion or relevant topic of interest? Look for rote and meaningless language
- Does this make me want to read the next line?
- Do I really need this? Like **really, really** need it?

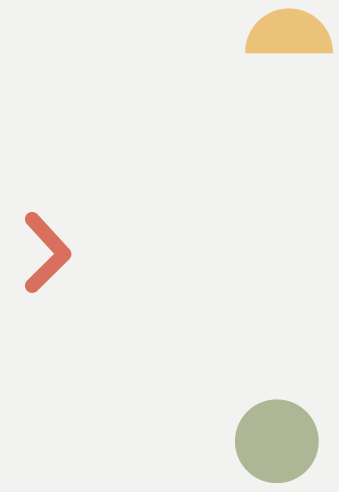


# #8 Be Consistent



# What we will cover today

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# Questions?

