

55 Ideas

For What To Say To Your Subscribers



This is the definitive guide to how to come up with ideas for your next email message.

Never have to worry again about what you'll put in your next email. If you use one idea a week, you've got enough content for a year's worth of weekly email messages.

Ready? Let's go:

- 1) Your last blog post (yes, we're starting with the obvious).
- 2) Your biggest business mistake and what you learned from it.
- 3) A mistake you've seen a client make.
- 4) The best decision you've seen a client (or customer) make, and why.
- 6) The best habit you've learned.
- 7) The best productivity trick you've learned.
- 8) Why you don't do something that everybody in your business thinks is essential. For example: You aren't on Facebook.
- 9) Encourage readers to share their stories.

This doesn't have to mean people write for you. The winning shots of a photo contest would make for a great email. A series of wise one-liners about a specific topic (parenting, home-ownership, rock climbing) would be good, too.

This content could be part of a Facebook contest, too.



10) Announce the results of a survey you've done recently.

11) Announce the results of a contest or sweepstakes you've done recently.

12) Have a "guest emailer" every so often.

A terrific way to add some spice to your email messages is to have someone else write an issue or an article. Most blogs have guest posts - why not email programs?

Someone with a strong opinion or a wild idea could be just the person to generate some buzz about your list. Often, you can get a rising star to write for you for free, especially if you give them a link to their site or let them pitch something of their own.

13) Do a customer or client spotlight.

Talk all about their business, or about how they use your product or service. Include a lot of information about some cause or issue they care about (ie make them a real, three dimensional human that people can connect to).

14) Find out what your readers really want to know about: Run a survey.

15) Review a plugin you use on your site that would help people in your industry (this can be a series of plugins, too)

16) Send a video tutorial for absolute beginners.

17) Create a how-to video for something you get asked about a lot (or that you see people asking on social media and forums).

18) Write a checklist of how to do something your audience would care about (how to do a garage sale... how to screen clients... how to write a business plan... how to re-organize a kitchen).



19) Tell your favorite childhood story, and how it influenced you.

20) Talk about something you learned in college (or grade school) that helps you now.

21) Apply something from a completely unrelated industry (like chicken farming) to your industry/niche. For example: A Content Marketer's Guide to Pollination.

- 22) Do an in-depth presentation of your most popular product (or service).
- 23) Recommend 3 companies or service outside your industry that you LOVE.
- 24) Use your products to create something – your furniture to put together a room, your kitchen supplies to cook a great dinner, you get the idea.
- 25) A list (or collage) of your most popular Facebook posts from the last year (could also be a list of your most popular tweets, or pins from the last year).
- 26) A short list of predictions for how your niche or industry will be 20 years from now.
- 27) Your favorite joke and how it applies to your business. For example, mine is about a bear, two guys and a pair of sneakers. Here it is:

Two guys are camping. They hear a bear right outside their tent. One of them starts putting on his running sneakers. The other one asks, "Why are you putting on your sneakers? You can't outrun a bear." The other says, "I don't have to outrun the bear. I just have to outrun you."

Kinda chilling, I know. But I think you can see the metaphor for business in this.

- 28) Send a cinemagraph or an animated gif.

Write a paragraph or two for background about it. These animated images are often most compelling when they're either beautiful or useful.

- 29) Celebrate an unusual holiday. There are a mind-boggling number of weird holidays, just waiting to inspire you.

- 30) Do a recap of the closing year.

- 31) Create a list of predictions for the coming year.

- 32) Celebrate Mother's Day.

- 33) Celebrate Father's Day.

- 34) Put together a list of 5-20 books



you recommend for your niche.

35) Assemble a list of your 10-50 favorite blogs and websites in your niche.

36) Celebrate your birthday – give everyone a gift.

37) Create a list of 50 amazing facts about your niche (or a related topic). For example, an outdoor gear site could create a list of 50 amazing facts about national parks.

38) Promote a charity in an email message. Perhaps you could offer a 10% donation to the charity for any orders placed that week.

39) Create a list of great gifts to give someone in your niche. Call it a Gift Wish List.

40) Do a blog post or message that's strongly influenced by your favorite TV show. For example: *The Walking Dead Guide to Email Spam* or *The Game of Thrones Guide to Influencer Marketing*.

41) Create an "On This Day in History" email celebrating an historical event or person... try to weave their story into your company's story.

42) Do an interview or a series of interviews. (Gee, nice way to start a podcast launch...)

43) Create a list of relevant apps for your niche.

44) Create a list of useful online tools for your niche.

45) Create a list of useful WordPress plugins for your niche.

46) Write about why you started your business. Even if your business no longer resembles that old vision at all, these stories are always interesting, especially if your audience is made up of small business owners or solopreneurs.



47) Make a list, any list. Use List.ly and publish it to your blog then share it with your subscribers. Make your list editable so your subscribers can contribute their ideas.

48) Have you been to an event related to your niche? Send an account of that.

49) Newsjack. Are there any big stories you could tie into your niche. Any smaller, weird or offbeat stories?

50) Offer a quiz (especially if there's a prize drawing for participation. Quizzes are highly interactive, and people love them. You'll get an especially strong response if you can let participants know how they scored compared to others.

51) Write a buyer's guide. Don't have products? Consider a buyer's guide to services: *A Buyer's Guide to SEO Services*, *A Buyer's Guide to Freelance Bloggers*.

52) Write "A Day in the Life" email about some profession. *A Day in the Life of a Life Coach*. *A Day in the Life of a Bakery Owner*.

53) Compile a list of your best-selling products and what customers have said about them.

54) Compile a list of your all-time most popular blog posts or social media updates.

55) Do a celebrity spin: *What Kim Kardashian Needs to Learn from Social Media*. *What Hillary Clinton Ought to Know About Survival Skills*. *What Pope Francis Needs to Learn About Instagram*.

