# Sending Great Emails That Get Opened

**Different kinds of promotional emails**
- Product launch
- Sales letter
- Deadline
- Fast-action bonus
- Drip-scripts

**Avoiding the spam folder**
- Double opt-in
- Image to text ratio
  - Lean heavily on text.
    - Minimum 60% text.
    - I'd say go 90% text, using only one or two images if you can't help it
  - Clean HTML
    - If you're doing design heavy emails (common with retailers), properly design the email in HTML vs just sending images as your email
  - Better yet, just use ConvertKit
- Mail-tester.com

**Headlines/Subject lines**
- 3 questions to write better headlines
  - Write the headline, then ask these questions:
  - Who will benefit from this content?
  - How do I help them?
  - What makes this content special?
- 4 U's of Headlines
  - Be USEFUL to the reader,
  - Provide them with a sense of URGENCY,
  - Convey the idea that the main benefit is somehow UNIQUE; and
  - Do all of the above in an ULTRA-SPECIFIC way.
- Quote from Stefanie
  - To build relationships with content marketing, you have to publish something worthwhile and people have to consume what you offer.
  - I don't think we have limited attention spans; I think our tolerance for average is limited.
- The big picture
  - Point of headline is to get them to read email
  - Point of email is to get them to click to page
  - Point of page is to get them to download/buy