



Revolutionize Your
Email Open Rates
Action Guide



Table of Contents

Get excited about your email open rates by starting here.

1. Cover
2. Table of Contents
3. About The Author
4. Welcome
5. Intro
6. Chapter One: Your List
7. Your List Explained
8. Chapter Two: Subject Lines
9. Subject Line Formula
10. Chapter Three: Emojis
11. Emojis
12. Open Rate Checklist
13. Wrap Up

About The Author

Emily McGuire is the Principal of Flourish & Grit: a micro-marketing agency that specializes in email

As someone who honors the grit it takes to get through this world, I appreciate ways to work smarter, not harder.

With lessons learned over a decade in tech, sending thousands of email campaigns, and earning clients over \$80 million in email campaign revenue, I love sharing the mistakes and strategies of email marketing done well.

You'll typically find me with a cup of coffee in hand because #momlife. When my head isn't in my laptop, you can find me chasing my toddler, reading a book or binging trashy TV.

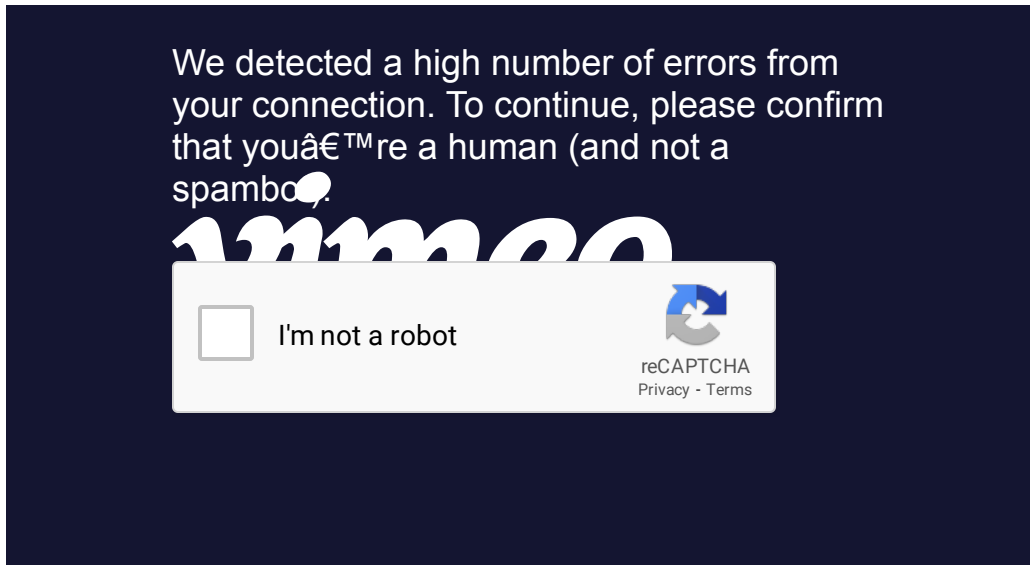
Emily McGuire



Welcome!

Myth Buster: Open Rates Aren't Perfect.

Watch the video to learn more.



Introduction

You've been tasked with increasing your open rates. Higher is better, right? Wel

What email open rates really mean about your overall strategy.

Let's break it down.

The open rate on your email is calculated by taking the number of people you sent your emails to divided by the unique number of contacts who opened your email.

$$\text{OPEN RATE} = \frac{\# \text{ CONTACTS SENT THE EMAIL}}{\# \text{ OF UNIQUE OPENS}}$$

What's a good open rate on an email?

Averages range across industries.

From what I see in email, a HEY-I-AM-KIND-OF-KILLINGTHIS-EMAIL-THING rate is over 20%.

An open rate that makes me raise a couple of eyebrows and wonder what you're doing with your email program is anything under 10%.

But that can always be improved on.

Let's get started.



CHAPTER 1

Your List

How engagement affects your emails ending up in the inbox and your open rates.

Chapter One: Your List

Sorry to say this, but people either get bored with your brand, they move on, or they never opened an email to begin with.

I know you're churning out the good stuff week after week.

To have someone just say they don't want it anymore is a real bummer.

Hopefully, they'll be the grown-up and unsubscribe from your list. Most of the time, they just ignore you and keep deleting until it's New Year's when you're ready to Marie Kondo their inbox.

So why does it matter if people stop opening your emails and don't unsubscribe?

YOUR OPEN RATES GO DOWN.

ACTION STEPS FOR CLEANING UP YOUR LIST

1. Create segment of people who have not opened any emails in 90 days (and subscribed over 90 days ago)
2. Develop a re-engagement campaign to get them to open.
3. DECISION TIME: unsubscribe these contacts OR move them to a suppression list



CHAPTER 2

Subject Lines

The formula for writing a
killer subject line

Chapter Two: Subject Lines

Like anything in the marketing world, it's important to TEST your content to hone in on EXACTLY what resonates with your ideal customers.

But here's a tried and true place to start that will set you light years ahead of your competition.

SUBJECT LINE FORMULA:

BENEFIT

+ YOU/YOUR

+ WHEN

↑ Open %%%

BENEFIT. What's in it for them?

Giveaway, Special offer, Products/Services/Content that's gonna change their world

YOU/YOUR.

Make it about your subscriber. Include this word to bring home that this life changing offer IS JUST FOR THEM.

WHEN. Why now?

Tell them why they need to take action right now.



CHAPTER 3

Emojis

How to not overuse emojis and still grab attention in the inbox.

Chapter Three: Emojis

People love throwing emojis and characters into subject lines.

If used appropriately, they can boost your opens. But don't just throw them in willy-nilly. Genuine marketing always gets the long-term results. It connects with your audience and creates a feel-good experience.

If your audience is the type that would appreciate an emoji/character here and there, then spend some time familiarizing yourself with what might work with your content.

ACTION STEPS FOR EMOJIS

Are your emojis:

1. Relevant to your content?
2. Relevant to your audience?
3. Distracting?

RESOURCES

Emojipedia

Includes directories of thematic emojis (holidays, seasons, events) Shows how an emoji will appear on different devices (android and iphone emojis are different!)

Characters

There are more options than emojis! Characters display differently than emojis (unicode is more universal) See if you can find anything that resonates differently with your content.

Put it Into Action

Use the checklist below to put what you learned into action.

- Find Your Unengaged Subscribers.** Create segment of people who have not opened any emails in 90 days (and subscribed over 90 days ago)
- Develop a **re-engagement campaign** to get them to open.
- Decision time:** Unsubscribe those contacts or move them to a suppression list.
- Print Out the Subject Lines Chapter** and hang it next to your workstation. Review the next time you write a subject line.
- Check Your Emojis. Are they:
 - Relevant to your content?
 - Relevant to your audience?
 - Distracting?
- Bookmark the [emojipedia](#) and [characters](#) resources.



Better Open Rates are Waiting

[Find More Ways To Boost Your Email >](#)



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