

52

EMAIL PROMPTS

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A Year's Worth Of Email Topics To Build An Engaged Community
Who Loves Buying From You Again And Again

Hey, Empire Builder!

Use these prompts in conjunction with the hooks, headlines and formulas tools. Together, the four tools work together to help you upgrade your entire email marketing strategy.

Using these prompts on they're own will help with the blinking cursor problem but that's only one piece of the puzzle.

Here's how each of the tools work together:

- **52 Prompts:** This document will help you come up with topics to write about.
- **Copywriting Formulas:** After you've outlined the content of the email, use the copywriting formulas to format the email in a compelling way.
- **Mesmerizing Hooks:** If you get stuck on the opening of the email, go to the Hooks tool to help you start the email and build in some excitement and anticipation.
- **Irresistible Headlines:** Lastly, after you've written an AWESOME email, go back through and figure out the most compelling part of the email. Plug that into the headline recipes to give you a badass opening

At the beginning, it might feel overwhelming. As you start getting used to writing in this way, you'll find that there are certain recipes that you use the most, you start getting comfortable with your hooks and you even get better at writing headlines.

Be patient with yourself and don't expect perfection - every email you write will get easier as you get better.

Happy Empire Building!
Alexa

Email 1: Share A Personal Story + Engaging Question

If you haven't been sending them emails, your focus on the first email should be to connect with them on an emotional level and get them to engage with you.

What story will you tell them and how can you relate it back to them?

Title

Call to Action

Email 2: Teach Them Something

One of the best ways to build credibility with your audience is to answer their questions before they ask them. These emails should ESPECIALLY be conversational to keep them engaged.

How will you answer their question?

Title

Call to Action

Email 3: Behind The Scenes

Emails like this are awesome for showing people how you do business. Make them feel like the CEO by including them in your planning, development and building phases.

What will you show them?

Title

**Call to
Action**

Email 4: Share A Case Study

Tell them a story about a client who's used your product or service. Include what their life or business was like before you and let them tell the story of what happened after working with you.

Whose story will you share?

Title

**Call to
Action**



Email 5: Make Your Offer

Now that you have some credibility with them, offer them a product or service related to your previous emails. Your offer shouldn't be salesy... It should be educational, conversational and informational.

What product or service will you pitch?

Title

Call to Action

Email 6: Share A Personal Struggle + Engaging Question

People LOVE hearing about other people's struggles and how they broke through. I don't know what it is, but they're some of the most popular blogs and emails. Talk about a story and what you overcame so they can do it too.

What breakthrough story will you tell them?

Title

Call to Action



Email 7: Share a Great Book Recommendation

Share a book you've really enjoyed, whether it's an industry related read, or something that helped you grow personally or develop a skillset. People love to get recommendations from others.

What book will you share, and what are the key takeaways?

Title

**Call to
Action**

Email 8: Ask What They Want

People love to give their opinion on things. If you're not sure what type of content to create, or what products to develop - *ask your audience!* A quick survey asking for what they want to read, see or need help with will give you a ton of actionable feedback.

What will you ask for feed back on, and how will you collect feedback?

Title

**Call to
Action**

Email 9: Share an Interesting Article

There's so much content out there, it's impossible to read it all. If you come across an amazing industry article you know your audience would enjoy, share it with them! It will build your reputation as a leader and expert.

What will you share?

Title

**Call to
Action**

Email 10: Share Social Proof

Are people sharing their results with you on social? Grab a few screenshots and include them in your email. Social proof builds trust with your audience. Whether it's a before and after shot, a short video, or a Facebook post, share those success stories!

What social proof can you share?

Title

**Call to
Action**

Email 11: Teach Them Something

One of the best ways to build credibility with your audience is to answer their questions before they ask them. These emails should ESPECIALLY be conversational to keep them engaged.

How will you answer their question?

Title

Call to Action

Email 12: Best Events In Your Industry

There are always events going on in every industry: conferences, workshops, training sessions, live webinars. Compile a list of the top events your audience should try attend..

What events will you tell them about?

Title

Call to Action

Email 13: Share A Personal Story + Engaging Question

The focus of these emails is to connect with your audience on an emotional level and get them to engage with you.

What story will you tell them and how can you relate it back to them?

Title

**Call to
Action**

Email 14: A Mistake You Made + How You Fixed It

The struggles you've had to overcome are likely the struggles your audience faces. Tell them about a mistake you made and how you corrected it so they can avoid the mistake themselves, or fix it if they've experienced the same.

What story will you tell them and how can you relate it back to them?

Title

**Call to
Action**

Email 15: Share a List of Resources That Have Helped You

What apps have helped you be more productive, or helped you complete certain tasks? Are there tools that help you get work done more efficiently or quickly that can benefit your audience?

What apps and tools can you share with them?

Title

Call to Action

Email 16: Make Your Offer

Now that you have some credibility with them, offer them a product or service related to your previous emails. Your offer shouldn't be salesy... It should be educational, conversational and informational.

What product or service will you pitch?

Title

Call to Action



Email 17: Your Morning or Evening Routines

Do you have an incredibly effective morning routine that helps you get more done during the day? An evening routine that leaves you rested and energized the next day?

What routine + its benefits can you share with your audience?

Title

**Call to
Action**

Email 18: A Favorite Quote

Is there a great quote that helps you get through a busy afternoon, blast through your more tedious to-do items, or get in the right mindset for writing a bunch of content? Audiences love a peek into the minds of the people they follow.

What favorite quote can you share to inspire or motivate them?

Title

**Call to
Action**

Email 19: Your Prospects Desires

Most of your audience knows exactly what they are trying to achieve, but they might not know how they can do that. Or sometimes they lose sight of that end goal, getting stuck in the day-to-day. Be the one to remind them of it and that you have the solution.

What does your audience want? Remind them of that + how you can help.

Title

**Call to
Action**

Email 20: Something You Recently Learned

Have you learned new information, a new skill, or even a hard life lesson that you could share back with your audience?

What story will you tell them and how can you relate it back to them?

Title

**Call to
Action**

Email 21: How to Stay Focused

What are the key things your audience should be focused on, and how can they avoid distraction to stay focused on those things?

What can help your audience stay focused on their goals?

Title

**Call to
Action**

Email 22: Industry News

There are endless places to read about industry news, and some have their own spin on what's going on. Be the source of facts for your audience.

What industry news can you share with them?

Title

**Call to
Action**



Email 23: Top Tips for Beginners

Some of your audience may be new to the field - share your top tips for them to succeed and you'll gain rapport quickly.

What tips can you offer beginners?

Title

**Call to
Action**

Email 24: Ask For Help

People enjoy helping others (more than they like being helped, most of the time!) - if you need help with how to handle something, making decisions, etc., get your audience involved.

What can you ask them for help with?

Title

**Call to
Action**

Email 25: A Special Offer

If you have some prospects that have not quite taken the leap to purchase, or if you want to send a thank you to your existing clients, you can create a special limited-time offer for them to take advantage of.

What offer will you give them?

Title

Call to Action

Email 26: A Question About Their Struggles

Sometimes you *think* you know what your audience is struggling with, and you *think* you know what they need to solve it...but sometimes you might miss the mark. Simply ask them so you know *exactly* how you can help them.

What will you ask them + how will you gather feedback?

Title

Call to Action

Email 27: Teach Them Something

One of the best ways to build credibility with your audience is to answer their questions before they ask them. Give them a simple how-to tutorial for something they always have questions about. Bonus: How-To's are extremely popular right now.

What how-to tutorial can you create for your audience?

Title

Call to Action

Email 28: Top Tips for Professionals

Unlike your tips for beginners, seasoned professionals are likely to know and understand the foundational things in their field. However, the issue this group runs into is getting stuck in a rut of 'how it's always been done'. Help them continue to grow in their field.

What tips can you offer seasoned professionals?

Title

Call to Action

Email 29: Share A Personal Story + Engaging Question

The focus of these emails is to connect with your audience on an emotional level and get them to engage with you.

What story will you tell them and how can you relate it back to them?

Title

**Call to
Action**

Email 30: Behind the Scenes

Emails like this are awesome for showing people how you do business. Make them feel like the CEO by including them in your planning, development and building phases.

What will you show them?

Title

**Call to
Action**



Email 31: List of Resources That Have Helped You

What books or blogs have you read that have helped you in business? What podcasts have you subscribed to that continually deliver value for you? Share them with your audience so they can benefit.

What books, blogs, or podcasts can you share with your audience?

Title

Call to Action

Email 32: Share A Case Study

Tell them a story about a client who's used your product or service. Include what their life or business was like before you and let them tell the story of what happened after working with you.

Whose story will you share?

Title

Call to Action

Email 33: Innovation In Your Industry

Part of being an expert or thought leader is staying on top of new and innovative things happening in your industry. Share your thoughts and how to take advantage of innovation with your audience.

What exciting innovation can you share with them?

Title

Call to Action

Email 34: Create A Cheat Sheet

If there's a process your audience goes through regularly, or something new with a lot of nuances, create a cheat sheet for them so they don't miss any steps.

What kind of cheat sheet will you create for them?

Title

Call to Action

Email 35: The Biggest Struggle For Your Audience

Your job is to solve the problems your clients have, and to show you can solve them for your prospects. Demonstrate your expertise by discussing how to solve a major issue they face.

What struggle can you help them overcome?

Title

Call to Action

Email 36: New Things Your Audience Should Learn to Stay Relevant in The Industry

Things move very quickly in the digital age. It's likely that your audience can't stay on top of everything themselves - you can be the resource they helps them navigate the most important skills and topics to be on top of.

What things can you tell your audience to learn?

Title

Call to Action

Email 37: Create A Challenge

People love to enter challenges, and it creates great engagement. You can have your audience post on social, use your hashtag, or enter a contest.

What challenge can you give your audience?

Title

**Call to
Action**

Email 38: Celebrate A Milestone

Did you recently reach 10,000 subscribers, or get 100 5-star reviews? Share a milestone with your audience and thank them for helping you get there.

What milestone can you share?

Title

**Call to
Action**



Email 39: Changes That Need to Happen In Your Industry

Every industry has challenges or areas that need improvement. Sharing your ideas for improvements or resolution will help your audience see you as a thought leader in the space.

What challenges can you share with your audience?

Title

Call to Action

Email 40: Make Your Offer

Now that you have some credibility with them, offer them a product or service related to your previous emails. Your offer shouldn't be salesy... It should be educational, conversational and informational.

What product or service will you pitch?

Title

Call to Action



Email 41: Share A Video

Almost 5 billion videos are watched daily on YouTube. Capitalize on the popularity of video by creating a top tips, how-to, or other informational or fun video for your audience. If you can't create one, find a few you can share from other creators that you value.

What video can you share with them?

Title

**Call to
Action**

Email 42: Industry Related Joke

We don't have to be all business all the time. Sometimes bringing a little humor to your audience's inbox can help build rapport.

What humorous anecdote can you share with them?

Title

**Call to
Action**

Email 43: Share A Personal Struggle + Engaging Question

If you haven't been sending them emails, your focus on the first email should be to connect with them on an emotional level and get them to engage with you.

What story will you tell them and how can you relate it back to them?

Title

**Call to
Action**

Email 44: Myths About Your Industry

Every industry has myths that tend to float around - have you heard that email is dead? What myths are out there that your audience could be struggling with?

What myths can you debunk for your audience?

Title

**Call to
Action**



Email 45: Share a Case Study

Tell them a story about a client who's used your product or service. Include what their life or business was like before you and let them tell the story of what happened after working with you.

Whose story will you share?

Title

**Call to
Action**

Email 46: Create A Checklist

If there's a process your audience goes through regularly, or something new they should be doing, create a checklist for them so they don't miss any steps.

What kind of checklist will you create for them?

Title

**Call to
Action**



Email 47: Metrics Your Audience Should Be Watching

What are the metrics most important to your audience, or what should they be focused on in order to increase their business?

What are the most important things your audience should be paying attention to?

Title

Call to Action

Email 48: Teach Them Something

One of the best ways to build credibility with your audience is to answer their questions before they ask them. These emails should ESPECIALLY be conversational to keep them engaged.

How will you answer their question?

Title

Call to Action

Email 49: Ask For Input

Whether you need ideas for content, new products, or want to improve your services, go right to the source and ask your audience and clients for their input.

How will you ask for input + collect responses?

Title

**Call to
Action**

Email 50: Annual Accomplishment Review

We all like to celebrate when we're part of a community. If you've accomplished something great with your community, let your audience know.

What accomplishments can you share with your audience?

Title

**Call to
Action**



Email 51: Appreciation for Your Audience

The success of your business depends on the support of your clients and audience - so let them know you don't take it for granted.

How will you tell them you appreciate them?

Title

Call to Action

Email 52: What To Do In The New Year

What are the biggest changes coming in the industry? Where should your audience focus to make the biggest impact on their business?

What advice can you give them to achieve their goals in the New Year?

Title

Call to Action

