



# 5 THINGS TO SEND TO YOUR EMAIL LIST

WHEN YOU HAVE NO IDEA WHAT TO SAY

*Hi there, friend!*

The simple fact that you downloaded this free guide makes me SO excited! Because that means that you know the importance of growing an email list and, *more importantly*, you're ready to start serving that list with **AWESOME content!**

Because at the end of the day, your list is your biggest asset. It is a direct line to the people who have said 'yes' to you and are excited about what you have to say.

**If you're struggling to come up with ideas on what to send to your list, fret not!** I've been there!

These 5 things are proven ways to nurture your subscribers and turn them into lifelong fans - *without* adding a ton of extra work to your plate. #heckyes

As you read through these 5 ideas, remember: **your subscribers deserve the best of the best.** Serve them with quality content so that they CAN'T WAIT to open your emails.



Ashley

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*when you have no idea what to say*

## 1. FREEBIES!

Worksheets, checklists, cheat sheets, free guides - these are all great ideas to be sending to your list as long as they are in line with your list's interests. So long as content is helpful and useful, people love free stuff!

**Tip:** As you continue to create opt ins to get people ON your list, you should be sending these freebies to the people who are already signed up. No sign up form, just instant access to free content! Trust me, they'll love ya for it ;)

## 2. OLD BLOG POST ROUNDUPS

A great way to serve your list with quality content without spending a ton of extra time writing about a new topic is to repurpose old blog posts. Create an email around a general theme and link to a few blog posts you've written in the past that have to do with that subject.

*For example: if you're a food blogger and have 5 different cake recipe blog posts, send out an email about 5 Fan Favorite Cake Recipes You Have to Try!*

Not only does this introduce past blog posts to subscribers who may not have seen the original post, but it will also drive traffic to your site. Win-win!

### 3. BEHIND-THE-SCENES / LIFE UPDATES

People love feeling like they're insiders and getting special treatment. Sending exclusive behind-the-scenes content and sharing life updates with your list is a great way to connect with your readers on a deeper, more personal level.

### 4. QUICK & USEFUL TIPS

Share a tip or hack that is relevant to the topic your list is interested in. They likely signed up for your emails because they enjoy the content that you share on your blog - so sending an email that helps them solve a specific problem related to your niche will most likely go over well.

### 5. SURVEYS

If you haven't surveyed your audience yet, this should be the next email you send out! **The best way to know what your subscribers want to see from you is to ask them!**

Create a short survey to find out what topics your list wants to learn more about. Ask them what they are struggling with and let them fill in the blank. Surveys are a great way to get ideas for future content, both for emails and blog posts!

*There you have it!*

These are 5 awesome ways to serve your email list with quality content.

**The most important thing to remember when it comes to sending great newsletters, is to make sure they are *useful to your subscribers*.** Whether you blog about home decor, recipes, kids crafts, or even cats... you should be building an email list full of raving fans that are excited to open your emails because they **KNOW** your tips will help make their life easier.

Now get out there and rock your newsletter, friend!

