

# EMAIL IDEAS FOR SMALL BUSINESSES



A WORKBOOK BY UNIQUE MARKETS



LET'S FACE IT,  
NO ONE LIKES TO TALK  
ABOUT THEMSELVES  
LET ALONE SELL  
THEIR PRODUCTS  
ALL DAY/EVERYDAY...

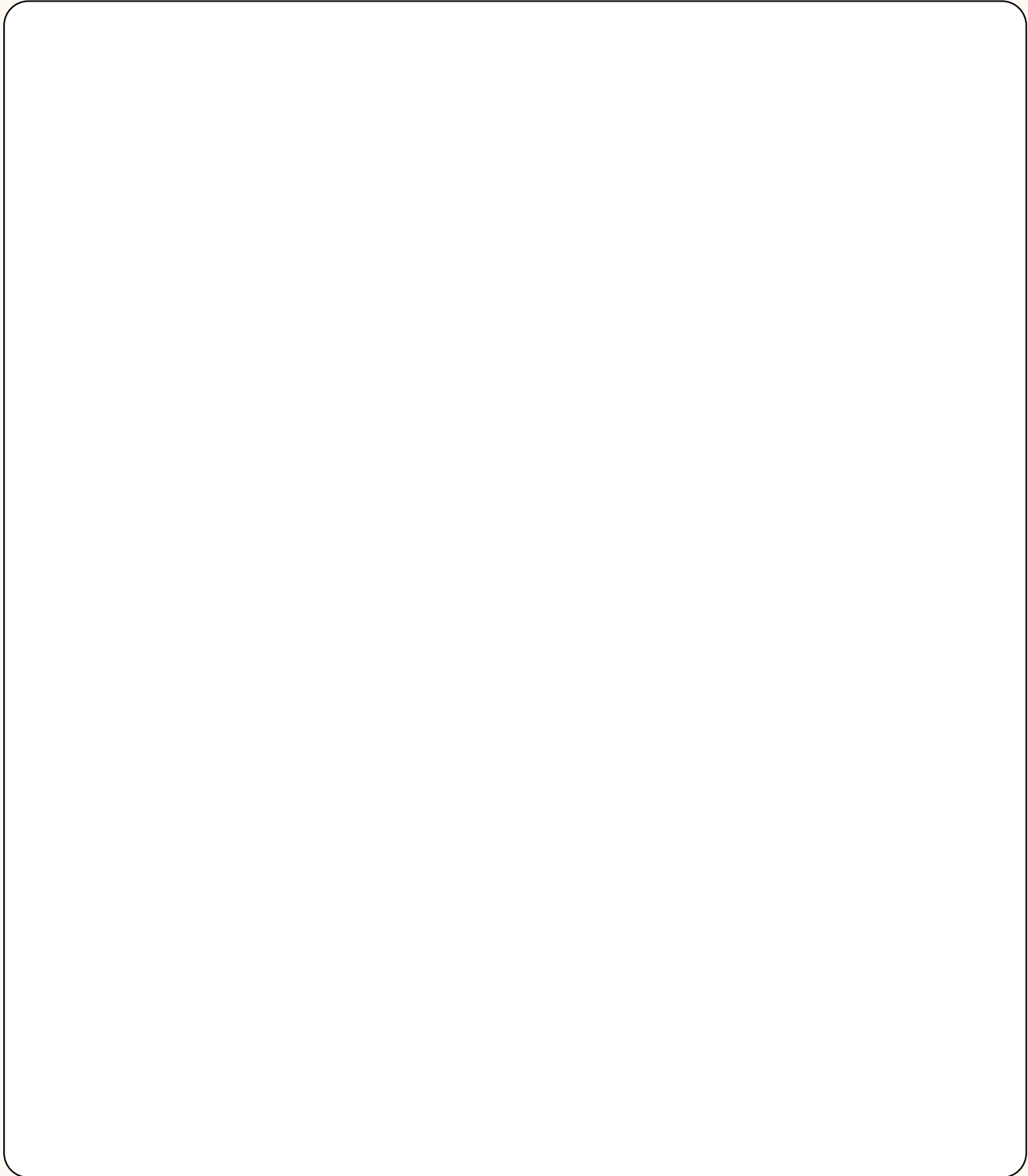
ENJOY THIS WORKBOOK  
FOR PEOPLE WHO HATE  
SOUNDING SALESY



*ON EACH PAGE WRITE DOWN/LIST/DRAW YOUR TANGIBLE  
IDEAS SO YOU CAN TURN THEM INTO EMAILS & SEND!*

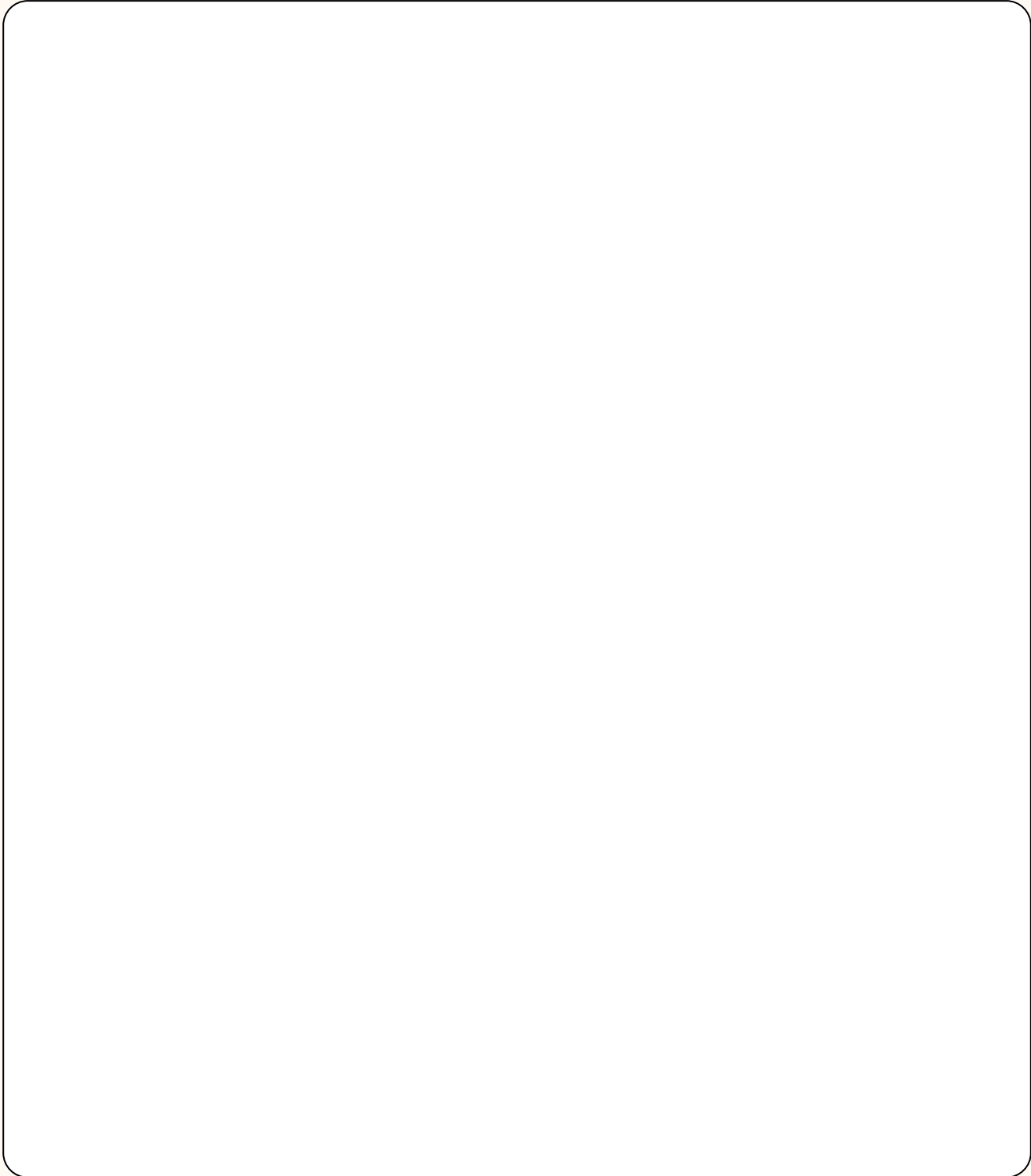
SHARE PRESS MENTIONS WHETHER A PRODUCT IS FEATURED OR IT'S A FULL INTERVIEW WITH YOU - THIS LEGITIMIZES YOUR BRAND *AND* MAKES PEOPLE FEEL LIKE THEY'RE ON THE JOURNEY WITH YOU!

*(THERE IS ALL TYPES OF PRESS: NEWSPAPERS, PODCASTS, TV SHOWS, BLOGS AND MORE!)*



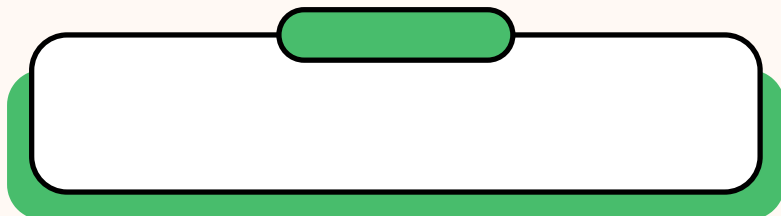
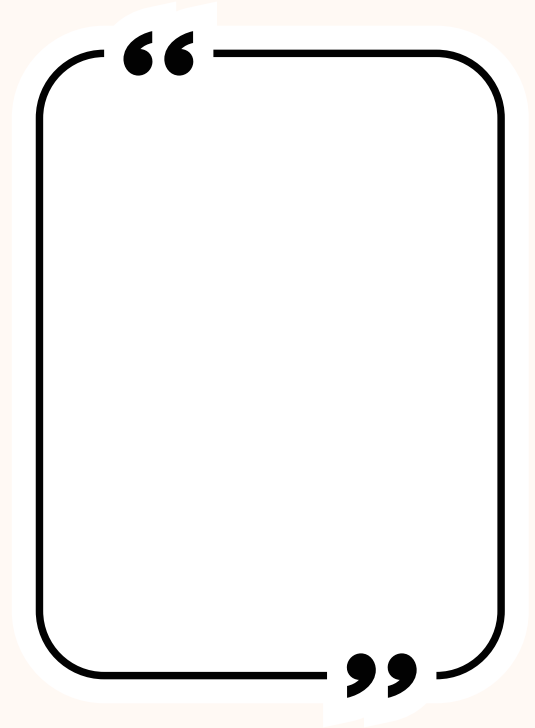
**INCLUDE ENTERTAINING OR EDUCATIONAL VIDEOS TO ENGAGE YOUR SUBSCRIBERS THROUGH STORY TELLING**

*(SHARE A TOUR OF YOUR WORKSPACE OR BTS OF MAKING A PRODUCT - YOUR DAY-TO-DAY MAY SEEM MUNDANE TO YOU BUT REALLY INTERESTING TO OTHERS)*



# SHOWCASE PRODUCT REVIEWS TO HELP BUILD TRUST WITH YOUR SUBSCRIBERS

*(PEOPLE DON'T LIKE TO READ, SO DISPLAY THE SHORT REVIEWS IN GRAPHICS)*



**CREATE SEASONAL / TIMELY EMAILS (MAYBE EVEN PROMOTIONS AND DISCOUNTS) TO INCENTIVIZE READERS TO BUY**

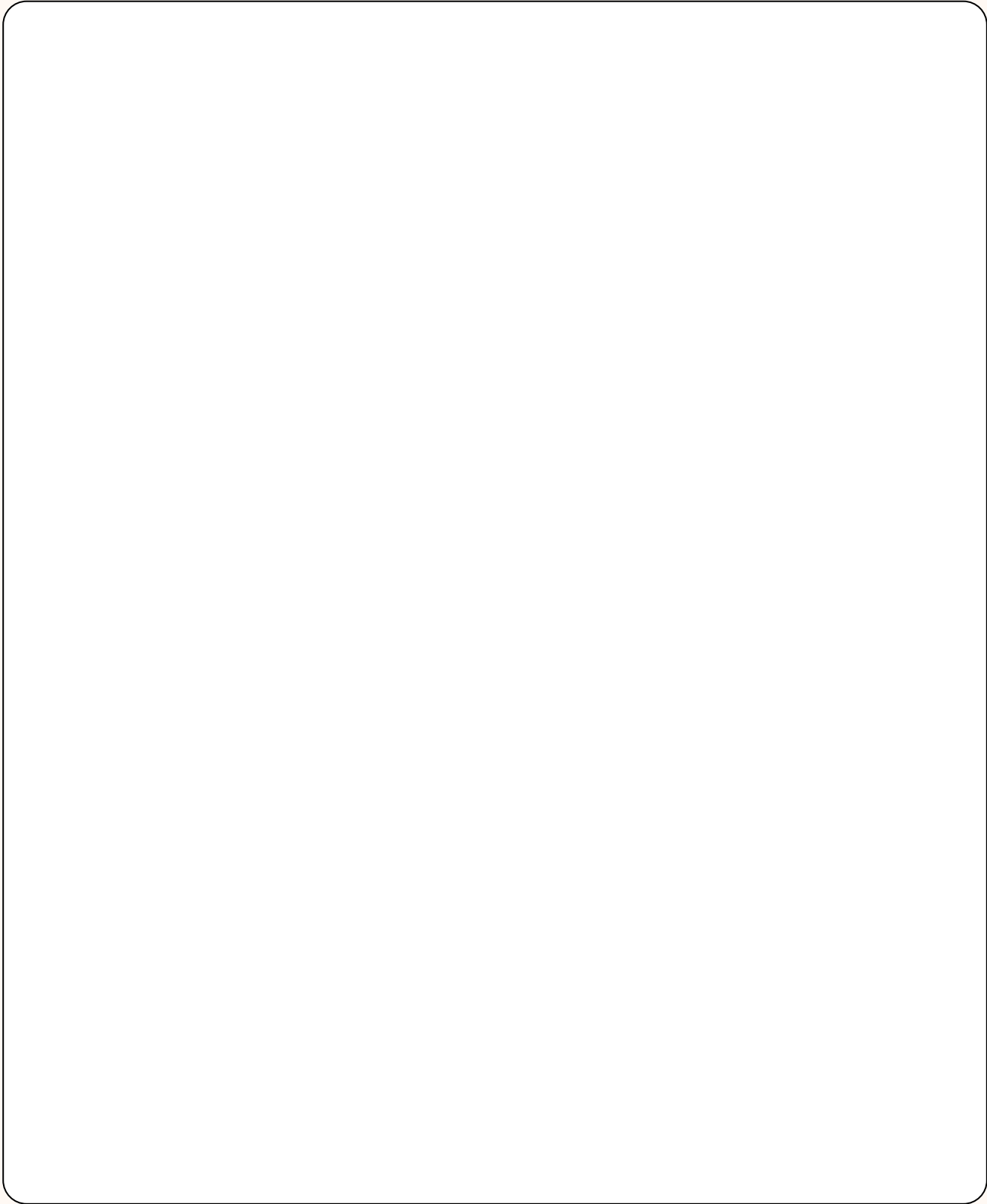
*(JOT DOWN RELEVANT HOLIDAYS LIKE VALENTINE'S DAY BELOW, AND THINGS THAT MAKE SENSE FOR YOUR BRAND SUCH AS AAPI HERITAGE MONTH OR NATIONAL DONUT DAY)*

A large, empty rounded rectangular box with a thin black border, intended for the user to write down relevant holidays and brand-specific events. The box is currently blank.

**HIGHLIGHT CUSTOMER SUCCESS STORIES TO SHOWCASE  
HOW PEOPLE LIKE OR ARE USING YOUR PRODUCTS**

A large, empty rounded rectangular box with a thin black border, intended for highlighting customer success stories. The box is currently blank and occupies the majority of the page's vertical space.

PROVIDE SOMETHING FREE LIKE DESKTOP WALLPAPERS,  
DIGITAL DOWNLOADS, STICKERS/GIFS






**SHARE TIMELY INDUSTRY NEWS TO STAY RELEVANT  
AND DEMONSTRATE EXPERTISE IN YOUR FIELD**

A large, empty rounded rectangular box with a thin black border, intended for sharing industry news. The box is centered on the page and occupies most of the lower two-thirds of the document. It is currently blank, providing a space for the user to input their text.

**PROVIDE DETAILED PRODUCT REVIEWS AND COMPARISONS TO HELP CUSTOMERS MAKE INFORMED DECISIONS.**



**ASK FRIENDS WHAT THEY WOULD INCLUDE IN EMAIL**



**CREATE A TIMELINE OF YOUR CAREER AND/OR BUSINESS**

