

Five Ways to Get Personal and Build Strong Relationships with Email

1. Start your email as if you were writing to a friend.

Be pleasant at the start of every email and sound like you're writing to a friend. Here are some examples:

- Hi there, how have you been?
- Whew! That was a busy week. How are you doing?
- Thanks so much for being here, Virginia.

2. Ask for their opinion.

Asking your subscribers for their opinion on decisions you have to make is an excellent way to get instant and free input and it has a secondary result. They feel like they are a part of your business and they become more attached to it.

When you ask for opinions, don't overcomplicate it. Simplify the decision before you present it. Your subscribers don't have time to think through a complex problem. Here's a template you can steal:

Subject line: Please tell me what you think.

Hi there,

I'm about to make a really big decision and your opinion will make it easier to decide.

Over the past few weeks, I have been thinking about ... (elaborate on the thing to be decided, but not too much).

Two options seem viable ... (briefly explain the pros of each).

I've always said that this business was built by not just my team, but thousands of people like you who have my back.

Would you click reply and tell me which choice would make the most sense to you?

A (a one-line description),

or

B (a one-line description)

Thank you for being part of my community. I look forward to hearing from you.

3. Share your latest learnings.

Sharing your latest learnings helps position you as an expert while at the same time retaining the authenticity you need for people to trust and like you. Here are some ideas you can use:

- Some new insight you discovered
- A hard lesson you learned and what they can take away from it
- Your favorite tools, books, and resources
- Some of your data, if it will help your subscribers
- Tell part of your story and ask them to share theirs

Here are some example subject lines to help you frame emails like these:

- My mentor told me this and I'm sharing it with you
- I spent a huge amount of money on and it was all a waste
- Here's a list of my favorite tools for ...
- I discovered a trend in my data, and it's going to help you
- Years ago I was stuck on this but now I'm not - what changed?

4. Show your personality.

Humans buy from other humans, so it's important to let your personality out. You don't make friends by keeping quiet and being neutral on everything. You have to express your personality, be different, and highlight your principles and values.

Some ways you can show your personality in your email content:

- Take a strong position on a topic and explain why
- Share a before and after and what that transformation meant to you
- Throw mud at a shared enemy
- Tell why you are supporting a specific cause or charity
- Talk about why you started doing what you do

At the end of the day, your subscribers have to experience some kind of transformation from being on your list. This means providing value in a unique and entertaining manner.

5. Challenge them, and join the fun.

There are many ways you can challenge your audience to do something with the end goal of creating a conversation through engagement. The end goal is to get your audience to engage with you and each other and build a sense of community.

You'll need to make the challenge relevant to your business and brand, but here are some examples:

- A week-long health challenge
- A day of volunteering
- A fund-raiser for a shared cause

The best way to create community through a challenge is by joining the challenge yourself. You can create community by asking your audience to meet up on another platform, like Instagram, and post photos and quotes about their progress.