

GETTING STARTED WITH  
WRITING - WHO IS YOUR HERO?

Who are your emails for?

This is where the heart of email writing is at. Who are the emails for?

You first must define who you are actually writing the email to.

Just think, if you were to open your email account right now, and write a message, wouldn't you first start with who you are writing the message to? You would think of who you have in mind, and you would type their name/email in the "send" box. THEN, and only then, would you start to compose the email.

It's the same way here, with email marketing.

First, you must know who you are writing to.

Now, I don't mean specifically. As in, you don't need to know everything about these souls.

Though, you do need to have an idea.

For example, when I write an email, I think,

I am writing this email to mostly spiritually minded women, deep souls, who have a desire to go even deeper on their spiritual path. These are typically women in ages ranging from 25-55, living in 1st world english speaking countries, primarily, the U.S., Canada, Australia and the UK/Europe.

They wish to make a meaningful difference in the world, and they fear not living up to their full potential. They are tired of the marketing language they receive from other companies, and just want to be connected with on a real and honest level. They find this refreshing. These little messages I write to them are an uplifting message in their day that give them hope and help them think deeper on some aspect of their life. And they appreciate this. They are also very interested in becoming a spiritual life coach and/or author, and appreciate my gentle nudging and sharing with them about our Academy.

This, in essence, is the awareness I have when I'm writing the emails. It is quite accurate, I know, as I end up speaking to many of these souls and this is how they would describe themselves too. Perhaps, it's also to some degree, how you would describe yourself.

And so, we start with, who.

LET'S DO AN EXERCISE.

Go ahead and take out a piece of paper and pen, and fill in the following answers to these questions:

1. Who are you writing to?

i.e. the basics, women or men? What age range? What geographical location?

2. What are their interests? How do they identify themselves?

i.e. spiritually-minded

3. What are their desires/hopes?

i.e. to live a deep meaningful life with purpose

4. What are their fears/concerns?

i.e. not living up to their true potential

Good!

Once you have all of this clear, you at least now have an idea of who you are writing to. You can give this person a name too.

NOTE: You may have already done this in the Academy when coming up with your Customer Avatar, and so, you can of course use this Avatar name/identity you already came up with.

Starting with the “who” is what will make or break your emails.

Remember - it's not as much about the content of your emails, as much as it's about making a real and deep connection with the actual person (people) you are writing to.

People care about connection more than information.

Seek to first really know who you are writing to, and then begin the writing process.