

# 52 things to email about **roadmap**



for bloggers, entrepreneurs and  
online business owners



# welcome!

*This quick email topics roadmap will help you create email content that will help you promote your business and engage your audience.*

**If you're not building an email list, you're missing out on one of the most effective marketing strategies around. The most valuable marketing asset your business has is a targeted email list.**

**Before you spend excessive amounts of time on trendy marketing tactics, focus on growing your email subscriber list. Whether you're launching your business or looking to grow your current one, a high-quality, relevant email list will help you achieve your goals.**

**Email marketing lets you communicate directly with your customers and gives you the opportunity to convert prospective subscribers into paying customers.**

**To start to grow your email list, you'll need:**

**A clear picture of your ideal subscriber**

**An email marketing platform to capture contact information and send emails**

**An enticing lead magnet to motivate people to share their email**

**An optimized, high-converting opt-in page where people can sign up to receive your lead magnet**

**Consistent, valuable, and relevant email content to nurture relationships with your list**

**Steady traffic to your opt-in page and forms**

*Kevin & Sarah*

# Email topics roadmap

Drawing a blank on what to email your list about next? Use our list of 52 ideas. Most of these should be pretty self-explanatory, but use your imagination if one isn't! Then kickstart your email planning for the year. Or just grab one, write your email, and send it now:

1. Something you've learned recently
2. Your recent guest post elsewhere
3. Social media updates you've just done
4. A mistake you made
5. A customer success story
6. Share freebies or resources (new OR old)
7. Requests for feedback
8. Feedback results
9. New blog posts
10. Old blog posts
11. You're planning on being away
12. Restating your unique value proposition
13. Answers to customer questions
14. Contests
15. Contest results
16. Common mistakes (and how to correct them)
17. Dispel market myths
18. New products or services
19. Featured product or service
20. How to do something (tutorial)
21. Informative reports
22. Video content
23. Something you've learned at an event
24. A mistake someone else has made
25. A tool you've just tried
26. Demo of one way to use your product
27. Something you've learned from a book
28. Changes you're making to your business and why
29. Something you've learned from a mentor
30. Follow-up to something you sent before

# Email topics roadmap

31. Curated relevant content
32. Relevant tool reviews
33. Business or industry news
34. Introductions to team members
35. Your personal story
36. Your business story
37. Behind the scenes of your business
38. Industry facts/quotes/statistics
39. Event write-ups
40. Monthly/Quarterly/Yearly goals
41. Philanthropy work you're undertaking
42. Changes in policies
43. Polls on future ideas for products or services
44. Survey to get to know your customers better
45. Offers & discounts
46. Products/Services you're planning for the future
47. A tour of your latest website changes
48. Request for testimonials
49. A new testimonial you received
50. Media mention of you or your business
51. Happy holiday
52. Latest milestone or goal achieved

# three quick tips

## TIP NUMBER 1

Create a subscribe page to go on your website, as well as a pop-ups and in-content optin forms. You can use a tool like Thrive Leads to make this happen easily, and on-brand.

## TIP NUMBER 2

Be yourself in your emails. You don't have to pretend things are better / worse than what they are. When you are your own authentic self writing emails is easy

## TIP NUMBER 3

If you find you struggle with emails more than you're comfortable with you can always outsource it. find an email marketing expert who will create you some templates, or write the content for you.



**Ready to start email marketing**

**Join Email List From Scratch and set  
up your email list the right way!**

**LET'S TAKE A LOOK**