

## BEST PRACTICES / email content

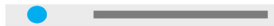
Align with the six elements of email design. Review your work to check for these six powerful elements that will ensure that your email doesn't annoy and brings JOY!



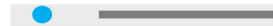
Be consistent.



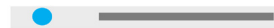
But, mix it up.



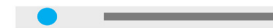
Be significant.



It's all about connection.



How are you helping?



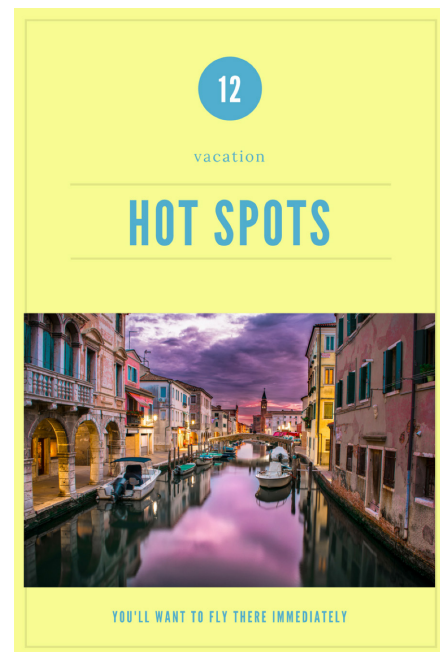
What are you asking?



# Be consistent.

Keep your brand, your tone of voice, and your design consistent. You are building a relationship with your recipients. Familiarity will bring comfort and allow your recipients to trust you.

Don't do this:



Do this:



# But, mix it up.

The same old content will quickly become SUPER boring. Surprise your recipients just enough, so they cannot predict what you are sending!

## Don't do this:

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## Do this:

---



# Be significant.

Content should be significant. There is so much useless content on the internet that isn't offering much to email recipients. Your email will stand out if it is important!



**THE SEA TURTLES**

*need your help*

**DONATE NOW!**

[www.seaturtles.org](http://www.seaturtles.org)

VS.

DO →

← DON'T



**PROGRESS UPDATE**

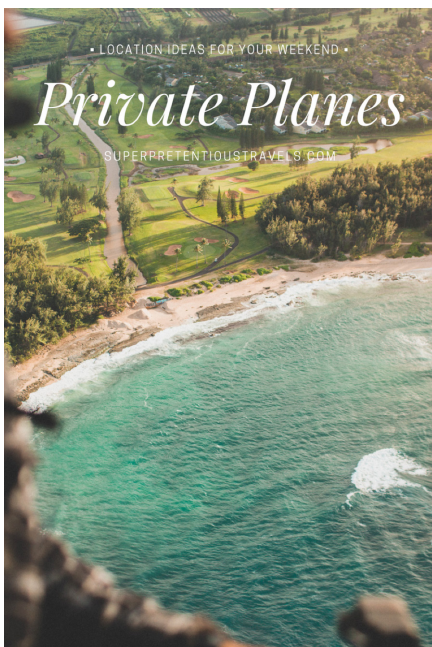
*save the sea turtles*



As of October 14th, we have raised 68% of our goal for the Sea Turtle foundation.  
[www.seaturtles.org](http://www.seaturtles.org)

# It's all about connection.

We all just want to feel connected! Embrace your similarities, don't highlight the differences between you and your email recipients.



VS.

DO →

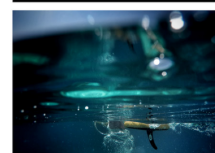
← DON'T



**we all**

**NEED A  
GETAWAY  
FROM TIME TO  
TIME**

[attainabletravels.com](http://attainabletravels.com)





## How are you helping?

Don't show up in  
someone's inbox  
without an offer!



5

TIPS FOR  
A STRESS  
FREE  
WEDDING  
WEEKEND

HAPPY  
BRIDE  
BLOG

## What are you asking?



Lead the recipient  
right to the call to  
action.



More How To Guides:  
[www.rezora.com/resources](http://www.rezora.com/resources)