

EXPLORE YOUR ENTHUSIASM

EPISODE 140: 9 E-MAILS YOU CAN SEND FOR YOUR HANDMADE BUSINESS TOMORROW

How do you feel about the emails you send, right now? Do they result in sales and conversations with your readers? If not, it's time to experiment. Today I'll share 9 kinds of emails you can be sending for your handmade business.

Welcome to Explore Your Enthusiasm, with me, Tara Swiger. This is episode 140 + you can find today's transcript at taraswiger.com/podcast140. If you haven't picked up my newest book, Map Your BUssiness, which will help you turn your business goals into a do-able plan, it is NOW OUT. You can find it wherever books are sold online or at TaraSwiger.com/mapyobiz

Last week in the Starship chat, someone was asking about sending emails and how they could make them more effective at getting sales. I said, "Experiment with different kinds of emails, and then keep doing whatever gets the best results." She asked, "What are different 'kinds' of emails?" and I rattled off a handful off the top of my head. The other captains pitched in their own ideas and after a few minutes someone said: You should make this a podcast episode!

So here we are: 9 different emails you can send to increase your consistency and sales.

First, let's be clear about some terminology:

The Starship is my online community where we hold a weekly live text chat, at two different times. It's closed now, but you can learn more about it at TaraSwiger.com/starshipbiz. This is where that conversation took place

Email: When I'm talking about emails, I mean that you use a service, like Mailchimp, to collect and maintain a list of names of people who want to hear from you. People sign themselves up, which we'll talk about in a minute, and then you, consistently and regularly, send messages that they open and click on to go to your shop.

If your question is about how to get people on your list or if an email list is for you, we're going to help you figure this out in my upcoming class with Joeli, Elevate Your Business, which you can find at TaraSwiger.com/elevate. The doors to the class close on January 23rd.

If you're sending emails or you WANT to send emails and just aren't being consistent, here are 9 kinds of emails you can try:

1. "Here's what's in the shop," where you may have pictures of several products with links to them
2. "here are resources you might like" - a round-up of links you think they'd enjoy (this is what [Abby Glassenberg](#) sends)
3. A twist on "whats in the shop" is "what content I've created for you" - tell them about your blog post, podcast, etc.

This is why creating content can be helpful - you have something to email that's useful (also something to IG, Tweet, etc), that's not just "buy this" - so whether it's a technique video, or an article on how to clean your silver, or a podcast, you've got something more than your products to talk about.

4. Sales page: This product is blah blah, you can get it blah blah, buy it here
5. Your Invitation to...
6. How-to
7. Customer profile (if you sell supplies/patterns: feature finished projects!)
8. Highlighting a specific product or color in alignment with the calendar
9. Here's what's going on this month (my least favorite option) - people don't want to just hear about you, they want to know what it means for them. Use this option to keep readers apprised of your craft show dates and locations.

You can experiment with a mix of these emails and as soon as you find one that works - stick with it!

- ★ How do you know what works? Pay attention to the metrics:
Open rates indicate how compelling your subject line was.
- ★ Click through rates indicate how well you explained what people would click through and get... and how much they actually want that thing.
- ★ If you have an email full of different links, you may get a high overall click-through (ie, lots of people click at least one), so drill down and see if they clicked the links that really matter (to your product and shop).

If you'd like more help choosing what marketing tools to use: email, social media, etc, check out my new class with Joeli - Elevate Your Biz. It's open now and closes January 23rd at TaraSwiger.com/elevate