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Mass Influence Workshop

Amplify your Influence via emails

Before subscribers opens the email

- Sender name
  - Your real name
  - Brand name
  - No Gmail, webmails
  - Brand emails
- Subject
  - Question, unusual text
  - Emoji
  - Re:
  - Reader's name
  - Blog headline
  - Swipe files
  - Three subject lines

After subscribers opens the email

- Layout
  - Announcements
    - Simple, plain text
  - Blog post notifications
    - Centered
    - Image, headline
    - CTA
  - Newsletters
    - Centered
    - Personal + stock images
  - Promotional
    - Urgency content
    - Product image
    - Scarcity CTA
- Design
  - Consistent branding
    - Logo (header)
    - Avatar (footer)
    - Simple fonts
    - Brand colors
- Content
  - Short sentences
  - Small paragraphs
  - Image between content
  - Bullets
  - Clear CTA
- Footer
  - Unsubscribe link
  - Social media accounts
  - Physical address
  - Achievements