



10 STEPS TO CREATING MAGIC EMAILS

If you follow this process for every email you write, before you know it, it'll be a natural process, and you'll write your emails FAST and EFFECTIVELY.

1. ASK: If this email does its job, WHAT WILL HAPPEN?
2. Figure out a comfortable/appropriate way to turn that into a statement or question (the BLUF)
3. ASK: What will my reader ask when they read the BLUF? Turn those questions into headings
4. Say each thing you need to say under each heading using bullet points. ONE ONLY for each point. Don't write multiple sentences for each bullet point
5. ASK: Is there anything else I need them to know? Turn that into another heading or two
6. Write the bullets under those headings, too
7. Add your greeting at the top
8. Write a CONNECTing statement that's appropriate within the context of the email
9. Write another simple statement at the end to wrap up the email (if needed)
10. Sign off

Don't forget to do a read through for typos, and make sure the voice sounds like someone speaking!

Hit send, and get on with some other good shit 😊