

Sriradha Gupta

Emails your IC
enjoys.

@storyncopy on Instagram
click here for [calendly](#).

I'm a student of literature & passionate about psychology.

I've been at copywriting since 2018, my First Year in college. I've been doing this even when I didn't know what copywriting was.

I've got my clients real results & I wish to serve as many people I can with my gifts.

In this checklist I'm adding everything I do to optimise for conversion after we have a sales copy draft.

If your draft has most of these things done then you are ready to send it out to the world and reach to the people who want your products & services.



I receive almost 100 newsletters daily and no one wished me on my birthday (heartbreak) If anyone did then I'd remember them for years to come (& so will your IC)

Personalisation

01. Tailor Content to Interests: If your audience loves techy tips from you, send them every week. If they don't enjoy mom-life content, limit it to sharing that once in a while.

02. Customized Recommendations: Have a quiz and see the results. Send in custom recs to people according to their results.

Example: for someone with sensitive skin you can't send em recommendations of oily skin

03. Wish them on their birthday.

04. Create a structure for your newsletter: offer value, share a story, make an offer, share client love and add more value.

Make this a base outline for your newsletter & people will be okay with you selling to them.

Email Structure

01. Line Count: :Every sentence is to be 2-3 lines max on the laptop to ensure it doesn't come up as huge blocks of text for the mobile readers

02. Use Subhead: this guides anyone who is skimming

03. White Space: this improves readability & avoids overwhelming the reader

Use the recipient's name and tailor it to their preferences and behaviours.

They might have bought your program already... add value & keep nurturing for the next offer.

04. Personalise to preferences

05. Make your CTA stand out with buttons or bold text and ensure it is easily noticeable.

07. Write to your friend: they are your people. They love you & your brand. They are going to enjoy real-life snippets.

Using profesh jargon will only push your people away, aka put the wallet farther and farther away.

08. Be Concise: we want to get to tea and not the recipe. Get to the point quickly and avoid fluff.

OPTION A: I saw Kim K in a Rickshaw !?!?!?

OPTION B: I was in Mumbai, trying to get a rickshaw and there was lots of traffic. None of the rickshaws stopping by for me. And I thought I could catch the one approaching me but then it passes by me and guess who I see: Kim K!?!?!? Later I got to know they were off for the Ambani wedding.

Subject Lines

01. Keep it Short: Aim for 6-10 words or 50 characters to ensure readability on mobile devices.

02. Ask a Question: ??? evoke curiosity

03. Use Emojis: when it comes to the emoticons, choose 1: use them sparingly or overdo a bit

04. Have 4 subject line options to A/B test.

05. Check HubSpot's spam-trigger list to avoid spam

06. Make a seasonal reference if & when possible.

07. Be Bold & Human:
For instance- Use all caps when you are excited.

Your vibes will attract.
"We are going live" vs "WE ARE GOING LIVE!!!!" which one rings a bell of excitement in your mind?

Case Study

"Early Bird BF deals" got more open rates than the actual Black Friday emails for my clients in 2023.

try this for any season coming up

which one catches your eye?

Sparingly:
☂ rain check [FNAME] ?

Overdo a bit:
it's live [FNAME] 🤪🤪🤪🤪

"where is the meeting link?"

A creator had a masterclass, a paid event- even I paid for it.

On the day of the masterclass, we were all messaging her for the meeting link.

A few days later when I was clearing my inbox I realised we had received the meeting invite & reminders from them. (keyword: them)

The emails were from her academy.

This creator did not refer to her academy during her promotions or even daily life content and so most people didn't know it was her who sent in those emails...

and all those emails btw were in spam :)

Avoiding Spam

NOTE: I'm not a deliverability expert. Here are some notes from my experience & observation.

01. Use a Recognizable Sender Name: Either you, one of your marketing heads or someone who handles emails.

02. Remove inactive or invalid addresses. This also includes taking off anyone who is not your IC.



and... my love
that's a wrap.



Hii! I'm Sriradha & I would love to

handles your newsletters & emails xx

Let's connect on LinkedIn? [click here](#)

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