

50 Interesting Things to Send Your Mailing List

If you've ever struggled with coming up with ideas on what to send your email list, struggle no longer. Here are 50 ideas you can use just about any time...any place.

Keep this list handy to plan your email marketing or grab it whenever you need a quick idea. This list will help you long after the challenge is over.

1. **X tips to do something.** For example, "15 Tips for Cooking a Better Pot Roast."
2. **Warnings.** For example, "Warning: The Most Common Dating Mistakes to Avoid."
3. **Put a discount in the subject line.** For example, "\$20 Off Between Now and 7:00pm!"
4. **Share a new theory.** Ask people to give feedback and share their experiences.
5. **Tell a story.** Did you fail or succeed? What did you learn? Try to make it emotional, which is far more engaging.
6. **Breaking news.** If you know news is coming, try to be there for it. For example, go to where new products are being announced and write about it immediately.
7. **Something simple they can do right away.** For example, an easy 10 minute workout they can perform immediately.
8. **A video.** Give people high quality video content. Use a video metrics tool like Wistia to measure your drop off rates and see what kinds of video content people like.
9. **Share a victory.** For example, "How I Earned \$5,602 This Weekend."
10. **Do a time-limited sale.** Give a reason for it. For example, do a 48 hour Christmas sale.
11. **Challenge your audience.** "I Challenge You to Do 10 Pullups by This Time Next Month."
12. **Give them something they can copy.** For example, "My exact formula for getting seats in my seminars."
13. **Address a common question or objection.** For example, "How to Compete Against High Speed Traders – Without Million Dollar Equipment."
14. **Give away a coupon.** People love getting discounts.
15. **Hint at future products.** Building anticipation makes great content, as well as boosts your sales for when you do your launch.

16. **Explain a problem.** For example, “The 5 Reasons 90% of Dieters Fail.”
17. **Rant.** Just say what’s on your mind. This often turns out better than you think.
18. **Promote your Facebook page or Twitter.** Use email to build your social media audience.
19. **Give a step by step guide.** Walk people through how to do something complicated.
20. **Give proof for something.** For example, film yourself doing something difficult. This builds your credibility.
21. **Interview an expert.** Send it out to your list for free.
22. **Ask other people to guest write for you. Make** sure it’s super high quality before sending it out to your list.
23. **Talk about someone you respect.** For example, “The Doctor Who Trains Health Coaches Says ...”
24. **An opportunity to work with you.** Give people the opportunity to get coaching or direct contact with you somehow.
25. **Do a Q&A mailbag.** Answer questions you get in the mail via your newsletter. Use your questions as content.
26. **Answer the most frequently asked questions you get.** This is a great email to add to an autoresponder sequence.
27. **Announce a beta test.** For example, say you’re promoting a new membership program. You can launch a “beta” version at a discount for a few weeks before launching the full priced version.
28. **Tell someone else’s success story.** For example, “How This 242lb Woman Lost 90lbs Last Year”
29. **Critique a method you disagree with.** For example, “The Atkins Diet: The Pros, The Cons and My Thoughts.”
30. **Ask your audience a question.** Start a two-way dialogue to really build your connection with your community.
31. **Say something controversial.** For example, “Did you know broccoli is bad for you?”
32. **Give them a free MP3 download.** This works a lot better for a lot of people.
33. **Put the time constraint in the headline.** For example “A Seat for You – Only Till Tomorrow.”

34. **Go against something you said a while ago.** For example, if you've been against eating fruits and came across new research that changed your mind, write a detailed post to your list.

35. **Have a question panel.** Post the same question to a panel of experts and email out their answers.

36. **Poll your audience for their tips.** Share the best ones with your list.

37. **Teach them something that depends on them having your product.** For example, teach people how to monetize an iPhone app, after they use your software to create the app.

38. **Do a motivational email.** Instead of how-to content, have an email just dedicated to getting people fired up and motivated.

39. **Let people pre-order an upcoming product at a discount.** Always treat your subscribers a little bit better than the general public.

40. **Send an affiliate promotion for a product you genuinely believe in.** Make sure you tell your personal story about why you like the product before promoting it.

41. **Make something seem easy.** For example, "How to Eat Your Favorite Foods and Lose Weight."

42. **Do something outside the ordinary.** For example, write about a tangential industry. If you're in the stock trading industry, write a post about Forex for a change.

43. **Give a personal share.** Tell a story that's mostly designed to let your readers get to know you more.

44. **Apologize.** If you think you've been making a mistake in your company, come clean and apologize. For example, if you've been over-promoting affiliate products, admit your mistake and tell people how you plan to change going forward.

45. **Make a comparison.** For example, how your method is like how Michael Jackson trains for basketball.

46. **Appeal to someone's sense of security.** Explain how your product can help them live a more secure life.

47. **Write an email designed to generate social proof.** Talk about your clients' past results and make it sound like a lot of people have bought.

48. **Pick up a copy of Joe Sugarman's "Triggers" and find an emotional trigger you can use.** Write an email designed specifically to hit that trigger.

49. **Every once in a while, send a simple sales message.** Just a few benefit statements and a link to buy a product.

50. **Every once in a while, do a massive sale or re-launch of an old product.** This can help you milk a lot more money out of things you've done in the past.

Whenever you get stuck, use these ideas over and over again to create fresh content for your subscribers.