

Matthew Lloyd Smith

— @whale —

@whale

FathomAndDraft.com

ReallyGoodEmails.com

#activate19

#EmailGeeks

This Much is True



So what makes a
really good email?

Relationship

Brand Voice



Know what sucks



Speak to
What's Missing

Subject & Preheader

Curiosity

Value

“3 new outfits based on
your past purchases”

Clarity

Connection

Name

Location

Actions

Anniversaries

Birthdays

Get to Know Them

Ask for Opinions

From Name

Why it Matters



Who Should it Be?





Clark Valberg

clark@invisionapp.com

CEO & co-founder @InVisionApp,
aka "Clark from InVision"





Change Your Name

Lead In



ROOM 104

HBO

Keep Your Promise

The Fold is Real

Is it Working?



Headings

Obey the Context

Make it Scannable

Is it Doing its Job?

Body Content



Content is Jedi



Why Are You Screaming?

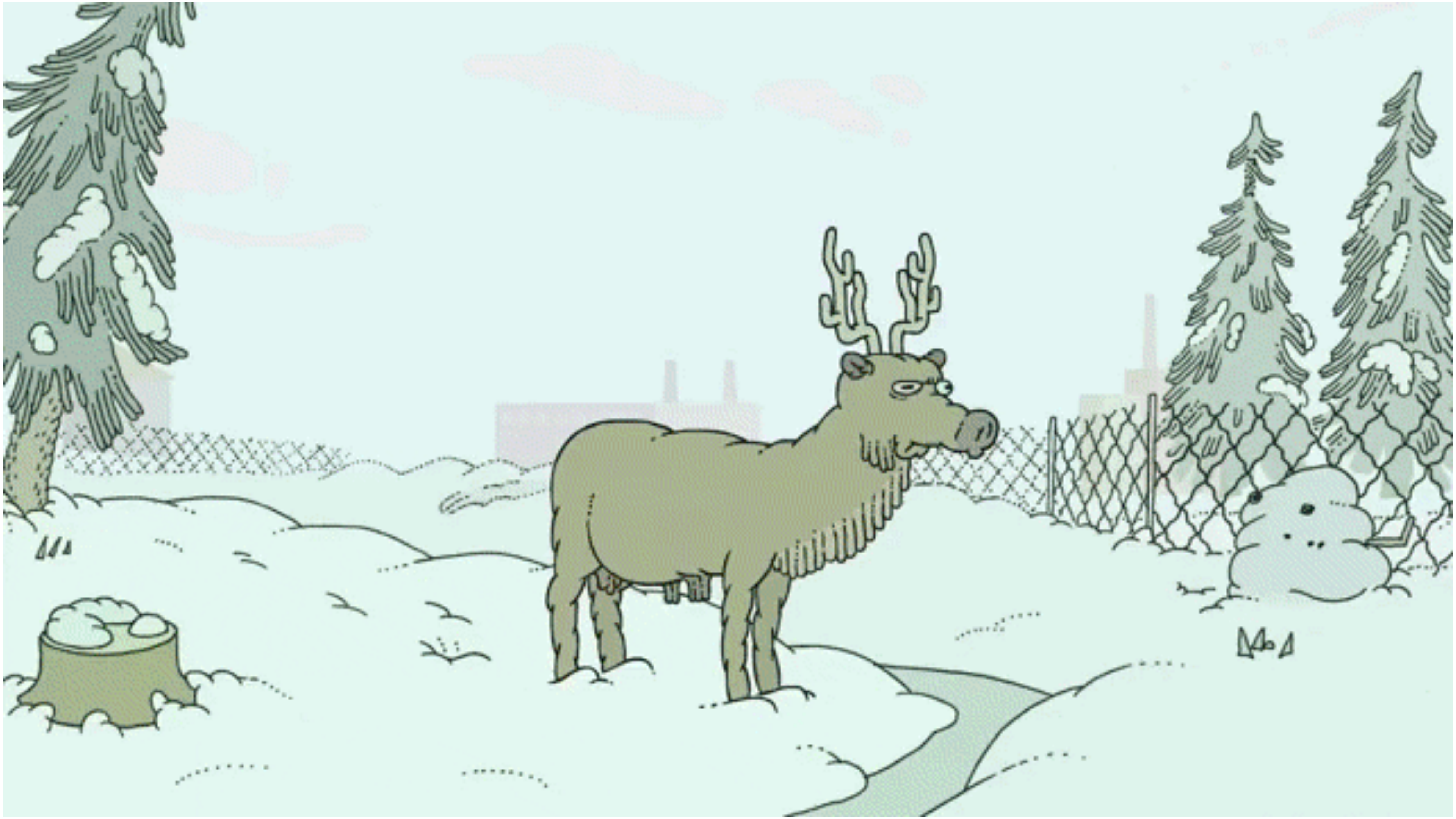
Curate!

Promote Others

Write What's
Missing

Links

Links are
passports to travel



[Click Here](#)

СТА

Service Action

If All Else Fails

Be Really Good

I love you.



Thank You