

THE EMAIL MARKETING MASTERCLASS

How to Write Emails People *Actually* *Want* to Read



TONIC × flodesk



HONESTY HOUR

👋 Post up in the chat where you are with email *right now*.

1. You *don't* have an email list / you're *not doing* email marketing.
2. You *have* a list and don't know what to say.
3. Your emails aren't getting *opened* or *clicked* (both?)
4. You don't like feeling *salesy*, but do like making *sales*.
5. You're crushing it. You're barely sure why you're here.



“

THE NUMBER ONE CONCERN WE HEAR?

i don't know what to send
AND HOW TO SAY IT.

the truth is
IT DOESN'T MATTER...

How **pretty** your emails look...

How **valuable** your emails are...

How **great** the **offer** in your emails is...

...IF NO ONE
READS THEM.

Don't worry, the *story* doesn't end there.



@TONICSITESHOP

HI, I'M JEN

Founder of TONIC
Big Marketing Nerd
Website Designer
Sender of Long Emails

Also wife to Aaron, mom of three, classic oldest-daughter-
Enneagram 3, lover of witty banter and a great cocktail.

TONIC

DESIGN
SOLUTIONS *for*
the MODERN
ENTREPRENEUR

We've redefined the “template.” Not just what they can *be* or how they can *look*, but the way they can *elevate* and *transform* the way you show up online. Welcome to TONIC — the industry's leading, completely-customizable website and marketing templates.



You may
have seen my
work for...

Jenna Kutcher

Amy Porterfield

Bossbabe

Chris Loves Julia

Create Cultivate

Jillian Harris

Ben Higgins

Ashlyn Carter

KT Merry

Wit & Delight

The Culpo Sisters

And More...

LESPRÍT

The TRAVEL GUIDE

WHERE TO GO, EVERYWHERE

Use this space to
describe your *offer* /
freebie, or further
outline what this
email's about.

CALL TO ACTION

TONIC

HEY, IT'S JEN
with YOUR *Free*
DOWNLOAD



Ready to turn your social media into a **total
conversion machine?** This guide is *packed*

LE MONDE

NOVEMBER 16, 2025 | EDITION NO. 00023



Use your best attention getter /
summary line here, since this is what
your reader will scan first.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus
suscipit maximus fermentum. Pellentesque habitant morbi tristique
senectus et netus et malesuada fames ac turpis egestas. Nulla arcu

LOLA SUNSHINE

the LOLA TRENDS


EVERYTHING GOOD RIGHT NOW



A monthly list of things
our team is obsessed
with, lovingly curated
just for you.



NEW




02

THE SWEATSUIT

Here's a little information about this item. Talk about why you like it and maybe even **bold some stuff**. Make sure you do an [inline link](#) because people like those.

CALL TO ACTION



03

THE SHOW

Here's a little information about this item. Talk about why you like it and maybe even **bold some stuff**. Make sure you do an [inline link](#) because people like those.

CALL TO ACTION

Strange, *but* True

BY JEN OLMSTEAD — EDITION #00023

Use this section of your email to tell a good story or anecdote related to the offer you're about to make.

Yesterday was not a great day. [First name / friend](#).

Yesterday, I spent most of my afternoon — though not as much as I was supposed to (spoiler!) — in *traffic court*.

If you haven't ever received a traffic violation that required you to appear in court, first of all, *congratulations*.TM and secondly, buckle up for this newsletter.

(Seriously, seatbelt safety is *important*.)

Before I get to our *Law & Order* episode, I'll lay the groundwork for the case.

A few months ago, I was driving home with my three kiddos. My husband was out of town for the week and we hadn't yet talked to him that day, so when he called, I answered.

Except it was actually a Facetime call. And when I answered, briefly holding the phone up so the kids could see his face and we could tell him we'd call him back in a bit, I happened to do so at the *exact* moment I passed a policeman hidden in one of those special GOTCHYA zones of the highway.

"Dangit. Gotta go. I think I'm getting a ticket." I quickly hung up on Aaron before he could make jokes. Flashing lights immediately appeared behind me. I pulled over to the shoulder.


"MOMMY, ARE YOU GOING TO PRISON?" My three year-old, Mason, excitedly inquired from the backseat.

"WHO WILL TAKE CARE OF US?!" wailed Sofia, 5.

(We're in a big *Anne of Green Gables* phase right now.)

The Policeman Cometh

The policeman, straight out of "TOUGH, BALD COP / POSSIBLY TRAGIC PAST / HATES PUPPIES AND NEVER SMILES" central casting, slowly walked up to my window.



NEW

(This is where you begin to tie your story to your offer. We call it *pivot!**)


Let us help represent you at your best across the entire internet.

The next step? Just got REAL clear with [our brand new matching web and social templates](#)... Built with all the strategy (and sexy design) you need to *level up your entire brand from swipe to scroll*.

And just for you, they're 25% off, only until Friday. **

On Brand From
Swipe to Scroll

The Matching Social Templates Have Arrived



25% off only until Friday.

03 : 02 : 59 : 20

DAYS HOURS MINUTES SECONDS

Think of us as your personal lawyers (in much better blazers) using our strategic knowhow to get you OUT of I-hate-my-website / algorithm jail and INTO a brand **you're freaking proud to show off**.

We've packed these with *everything you need* to show up online, and the early reviews are *insane*. (I'll be back to share a few tomorrow). **

SHOP THE LEVEL UP FLASH SALE

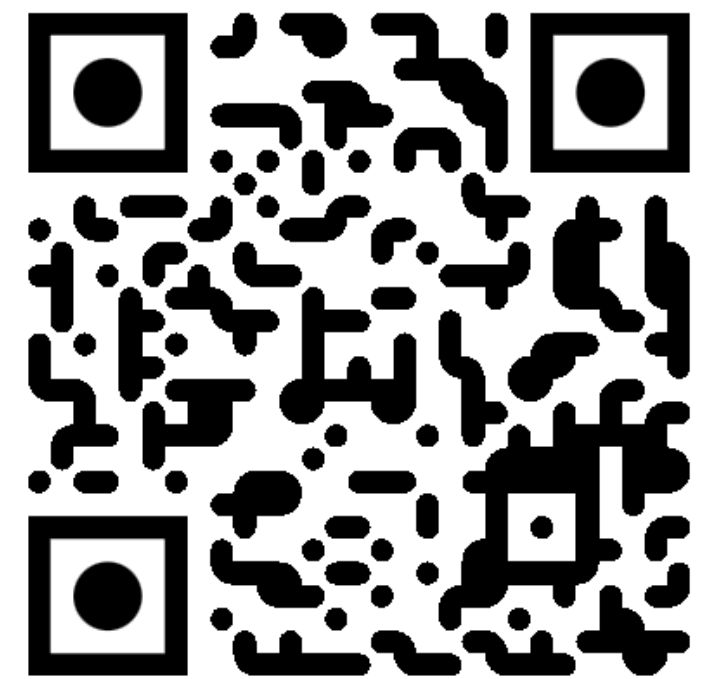
Don't wait another minute — [Lock in your discount + your on-brand-everything now](#). I'll be outside the courtroom cheering you on.

Your favorite crime lord,

Get these slides +
free resources, new
templates, and more!

[TONICSITESHOP.COM/FLOCCASS](https://tonicsiteshop.com/flocclass)

Or scan the QR





Best sales email I've ever read.
Maybe the best email PERIOD.
This should go on the internet as
a shared blog so everyone can
read it.



Love it.

Seriously, you show up in my inbox
and I grab a coffee and settle in.
Best part of my work day!



I just wanted to let you know
that your Friday email is the one
email I actually look for and
eagerly await every week. It's
both entertaining and highly
helpful!



Your emails are
amazing/hilarious/so
entertaining. It might be the only
email-list email that I actually
read all the way through. If only I
could write like you do *sigh*.

You're my email hero.



Jen...
You have NO idea how much joy these emails
are bringing! I adore your sense of humor and
I'm rolling over here and feverishly trying to
decide which template would be best for me.
Seriously, these emails in the last few months
have been fire and now all I want to do is come
drink G&Ts with you this summer.



This might be my most favorite email I've ever read.
👏 Well done and thank you!!



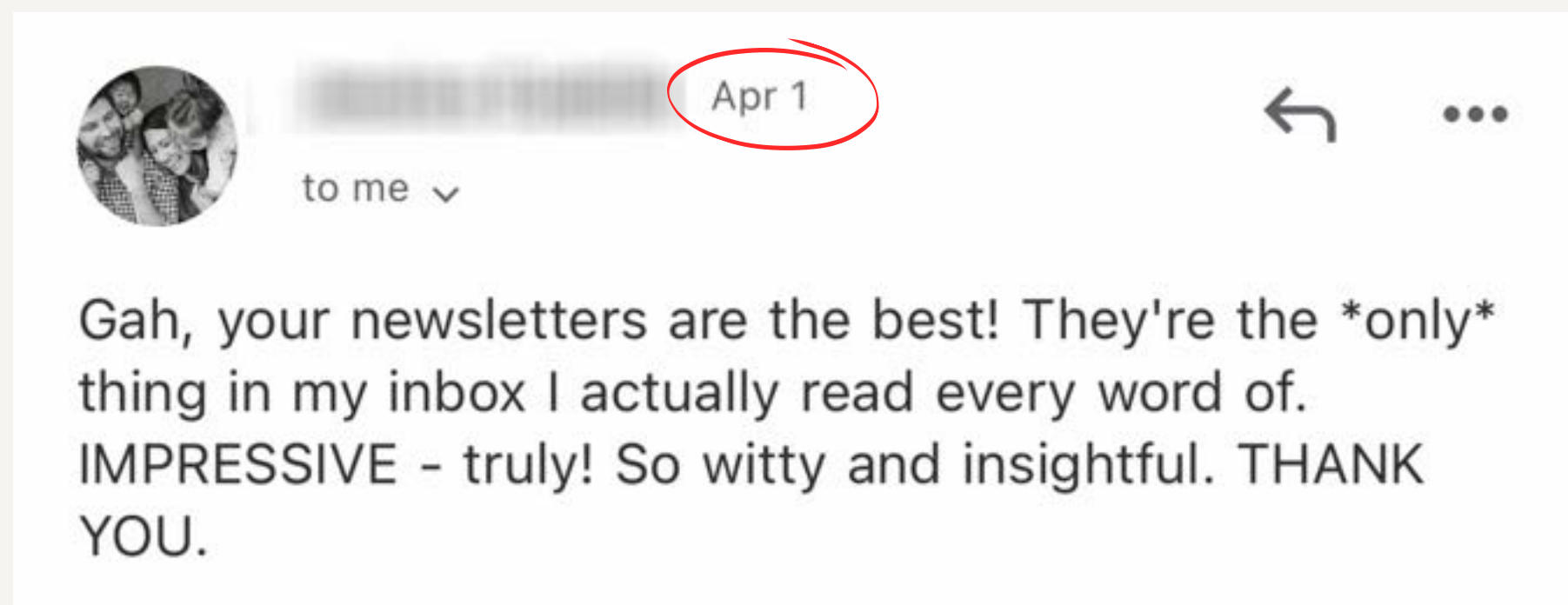
You guys are the only brand that shows up in my
email I actually respond to!! You are so much
fun, your energy so inspiring!! :)



Nothing important to say other than your emails are the
best and you have my total permission to send me as
many as you want :)



As a book, course, magazine and copy-in-
general editor, I have to say...you simply *must*
publish these emails into a book someday.



BUT IT WASN'T ALWAYS LIKE THIS.

THREE YEARS AGO,

Nick Miller (from New Girl) Saved My Emails.

Finally, I gave the middle finger to trips & tricks,
how-to's, and the emails I was **supposed** to write.

Turns out? People love a rebel.

TONIC



Source: GQ



*Completely customizable websites
for the modern, stylish creative*

SHOP THE COLLECTION ➡

Disclaimer:

If you're not the kind of person who's ever looked at an email signature and thought, "Damn, that's sexy," then, first of all, we may not be your people, and secondly... give me three minutes.

Here's the story.

On Monday, Day 2030103 of quarantine, I really needed a win. My workday had primarily consisted of 19939 emails, and as someone solidly in the *Not An Email Person* demographic (can't everyone just text me?), my sense of humanity was fading fast.

As I sent my 6578th email (hey, I'm a designer, not a mathematician) I gave it a quick once-over and our email signature caught my eye.

It looked like this:

--

TONIC SITE SHOP

tonicsiteshop.com

info@tonicsiteshop.com

202-656-6806

TONIC

“That was long and
frankly, kind of weird, but
I read it all and LOVED it.”

#LONGANDWEIRD – [TONICSITESHOP.COM/LIST](https://tonicsiteshop.com/list)



Start sending the
emails you'd actually
want to read.

WE'VE BEEN THERE



Having NO idea what kind of emails to send.



Feeling like quitting email *forever at least* once a week.



Spending *all* of our time and money on social media.



Ignoring our most vocal, interested customers



Not wanting to feel salesy, so not making any email \$\$\$

NOW WE'RE HERE



Having 1,000,000 ideas for the emails we can write every week



Email being easily our favorite / most effective marketing channel



Not relying on Instagram to feel successful.



Emailing over 40,000 people we treat like VIPs and friends.



Generating millions of dollars in revenue via email alone.

Why We LOVE EMAIL

It's not a phase. Email is our number one platform for a reason and our business wouldn't be the same without it.

It's the friend **with a *lot* of benefits.**



Me

💖 this is us btw



Email

omgggg

we are PERFECT together

WHY WE ♥ EMAIL

No Algorithm
No Ad Spend
No Roadblocks
No Pants

TONIC

ACCORDING TO RECENT STUDIES:

TONIC

⁺\$42 for every \$1

The average return on investment for email.

Instagram could never.

The average return on Insta? \$3.5

How about on Tiktok? \$2.6



HOW EMAIL CHANGES YOUR

SALES ROADMAP

01

You're not reliant on social media, competing against the explore page, an algorithm, and millions in ad spend!

02

When your audience trusts that your emails bring value, they look forward + can't wait to open them. **Hello, top-of-mind brand credibility.**

03

When people know, like, and trust you, they're infinitely more likely to **buy from you**. Hello, dependable revenue.

HOW TO WRITE EMAILS

people actually want to read

WHAT YOU'LL LEARN

- **WHY** people *delete* some emails– and *devour* others.
- **WHAT** kinds of emails you can send, no matter your industry.
- **HOW** to write emails so people actually *want to read them*.

HOW TO GET BETTER AT EMAIL, STEP #1

STOP WRITING LIKE A WEIRD, **ROBOT** HUMAN

ADVANTAGE: YOU

We almost **never** want to
read *emails from a brand*
but we do want to get
letters from our friends.

HELLO, KNOW-LIKE-TRUST

“Oh yeah, my friend Jen
makes website templates.”

Write to One Person

- Even if you're a business, your email's being read by a **person**. ***One person.***
- Picture **one potential reader** in your mind (maybe a friend of yours!) who has interests and needs similar to your ideal consumer. Imagine them opening your email and reading it. How would they react? What would they be interested in? **Write to *them* like they're the only one on your list.**

The Rule of One



Hey everyone! I can't wait to tell you guys what we've been working on — this lead magnet template is indubitably going to change how businesses capture emails forever.



***Hey Jen!** I'm so freaking excited about the new template we just finished **for you**. I'm roughly 100% sure it's going to change how **you capture emails** forever.*

“

great [content] says to the reader

I SEE YOU.

— ANN HANDLEY

Show Up to Add Value

- Stop writing stuff you're not into. What interests *you* will interest them.
- There's a *lot* of terrible content. **Aim to be the best part of someone's day.**
- Give people a reason to open the *next* email.
- Teach them to be *excited* every time they see your name.
- Put yourself in your audience's shoes. Personalize your content to *them*.



EXAMPLE

ann handley

Everyone and their mom's
freaking out about AI? Here's
how to write like the robots can't
(and why being human pays).

ANNHANDLEY.COM/NEWSLETTER

FIVE SOLID WAYS TO ADD VALUE

Educate
INFORM
Inspire
ENTERTAIN
Relate

TONIC



It doesn't have to
be #longandweird.

- Curate
- Streamline
- Synthesize
- Collaborate



CURATE

WHAT **YOU** FIND INTERESTING

The internet is full of content. If you're not a writer, you can also *curate* content you find interesting, helpful, or relevant. To make it more personal, **try excerpting a part you found helpful or adding a little commentary.**

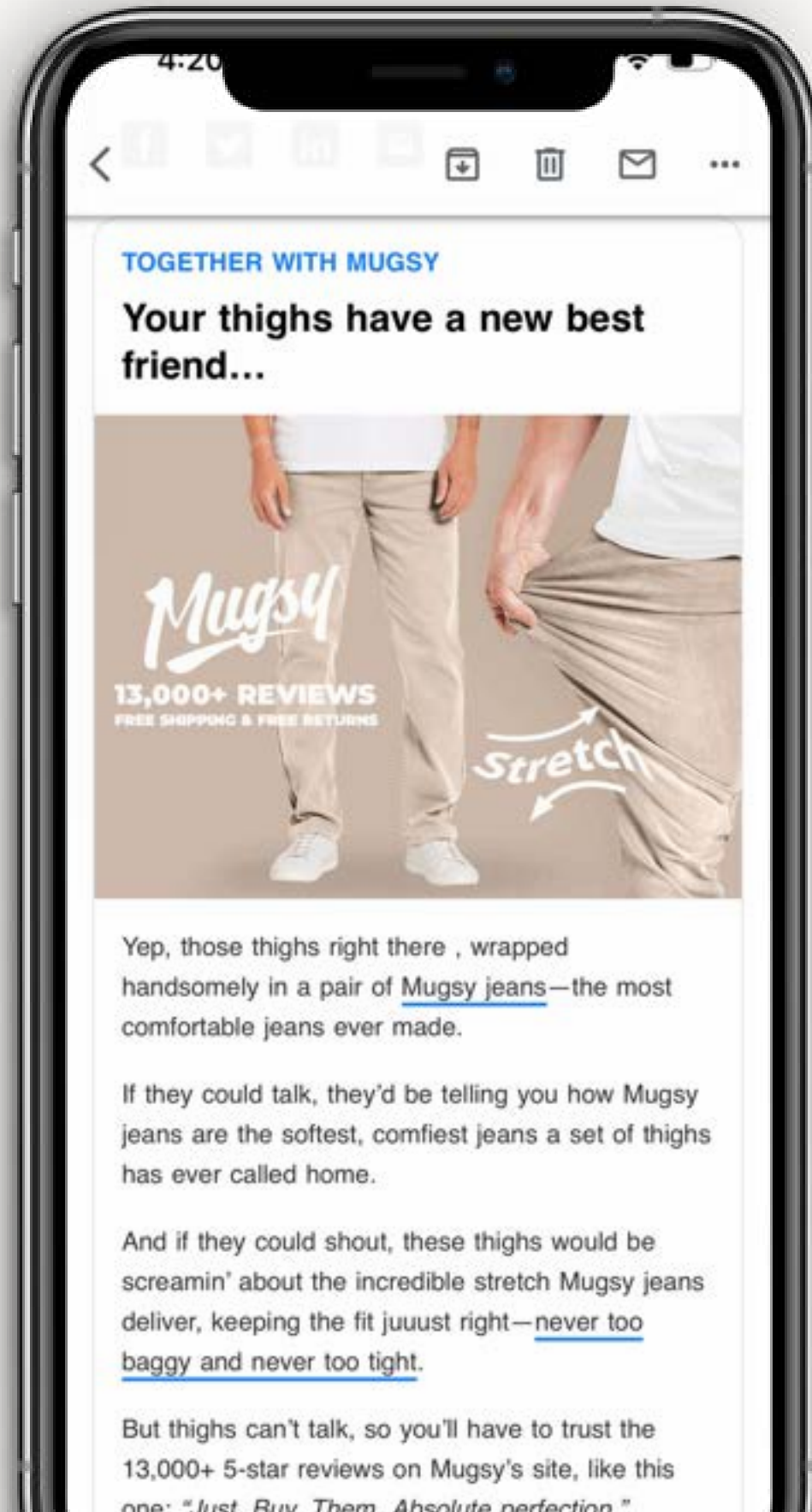
NATALIEBORTON.COM/NEWSLETTER

STREAMLINE

CONTENT FOR YOUR READERS

Marketing Brew has turned "*making reading the morning news enjoyable*" into an empire. They don't have to generate all new content, but they're making content more digestible and interesting. (Even their ads are amazing!)

MORNINGBREW.COM/DAILY



SYNTHESIZE

MAKE IT ALL MAKE SENSE

Need something to write about? Good at noticing trends? Observing things going on in the world that your readers would be interested in + sharing your take is a GREAT way to build expertise and relationship.

[OHSIERRA.CA/MAILING-LIST](https://ohsierra.ca/MAILING-LIST)





COLLAB

WITH OTHER CREATORS / WRITERS

2 million people read James Clear's weekly newsletter (it's simply *always good*) and often the best part isn't even what he wrote.

[JAMESCLEAR.COM/NEWSLETTER](https://jamesclear.com/newsletter)

NO STORIES? FIND YOUR RELATED, RELATABLE CONTENT

REAL-ESTATE AGENT

- This one thing will triple your property value
- Loan approval tips for self-employed people
- Common listing mistakes and how fix them
- Contract wording no one understand and what it means
- Unreal listings from all over the world
- Airbnbs you might enjoy next time you travel

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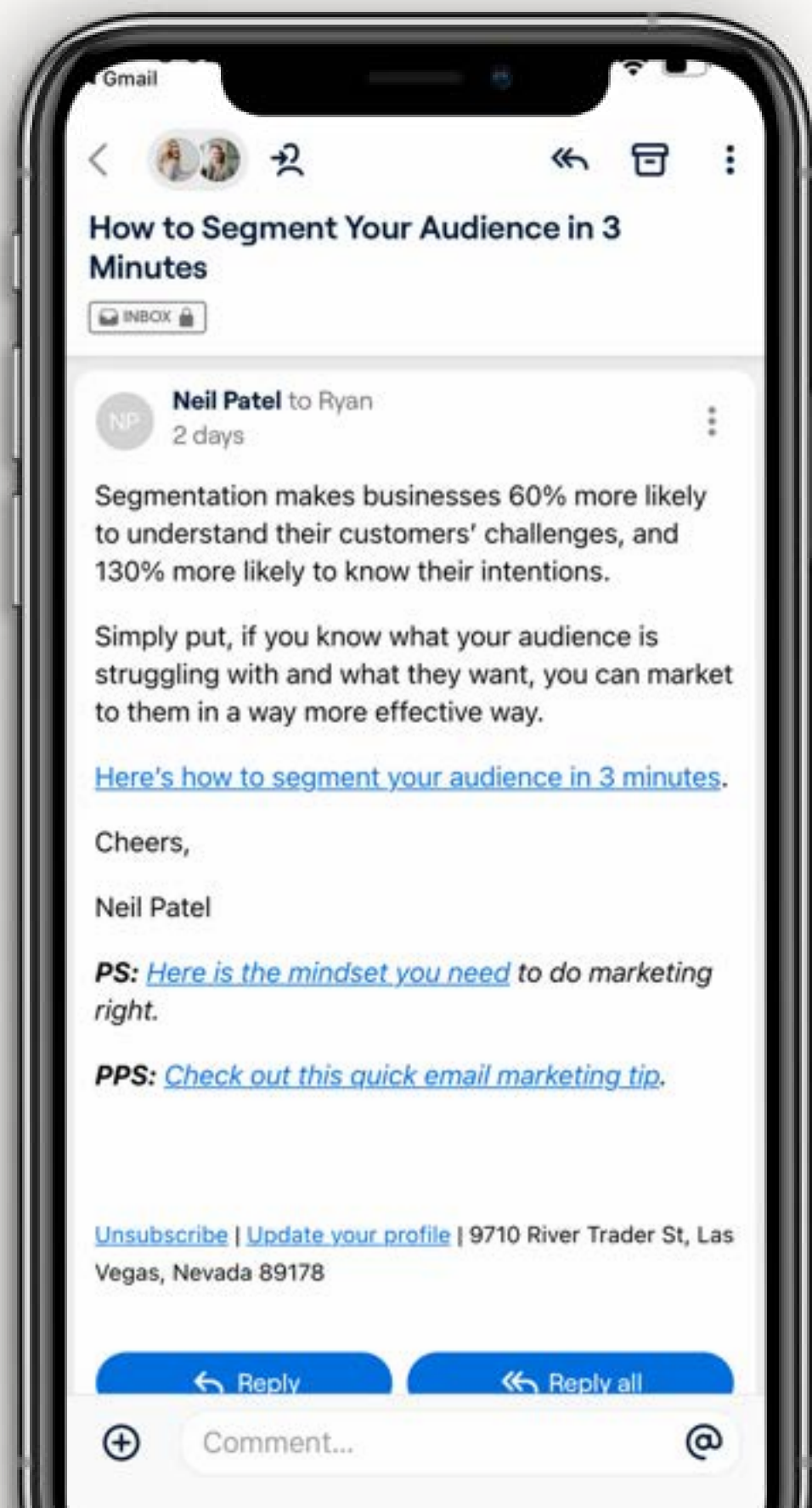
BUSINESS COACH

- Performance tips (super actionable, small level-ups)
- Morning routines
- Pieces of books your people don't have time to read
- Productivity tools / hacks
- Encouragement that says "I get what you're struggling with."
- Results from your clients + simple things they changed

find your email

NORTH STAR

There are so many ways to do email well. You don't have to do it like us.
Figure out what works for *you*.



REMEMBER:

it doesn't need to be
long, it just needs to
be valuable.

NEILPATEL.COM/NEWSLETTER

know your
COAT OF ARMS

- From our friend Laura Belgray herself. **What do people associate with you?**
What are the themes you talk about over and over?
- Recurring topics, characters, inside jokes **connect your readers to you.**



TRAVEL
FIASCOS

EMBARRASSING
MYSELF

TONIC

STRONG
OPINIONS

MARKETING
DEEP DIVES

AIOLI /
GOODLES

PLANE
JEN

TONIC

CHAT CHALLENGE


NAME FOUR THINGS

on your coat of arms



SCREENSHOT THIS CHEAT SHEET

what is your COAT OF ARMS

1. What would make someone say- "*I totally* thought of you when I saw this."
 2. What is your friend DMing you when they say "this is so on-brand for you"?
 3. What do you wish a person would come up to you and talk about at a party?
 4. What are your controversial, "I'll die on this hill" opinions?
- 
- A photograph of a wooden desk with a laptop and a mouse. The laptop is open, and the mouse is to its right. The background is a solid dark grey.

Tell Better STORIES

- No matter how busy you are, you binge Netflix.
- Email feels like a chore. Stories feel like a break.
- **Our brains literally release oxytocin** (the happy bonding chemical) when we encounter a good story, causing us to CARE about those involved.
- People **make time** for a great story *and* they **remember it**.

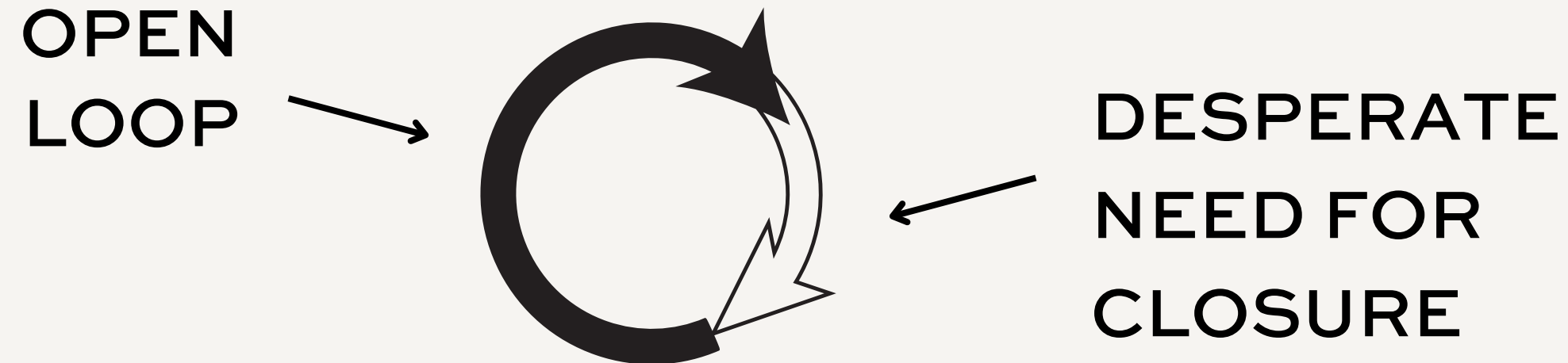
22x

Messages delivered as stories
are 22x more effective (and
memorable) than facts.

SOURCE: JEROME BRUNER,
AMERICAN PSYCHOLOGIST

WANNA BE A BETTER STORYTELLER?
START WITH THE DEAD BODY

open the
LOOP



The need for closure is one of the
“predominate determinants” of our behavior.
We become *highly motivated* to find resolution.

— PSYCHOLOGIST JEROME KAGAN

DELETE YOUR INTRODUCTION.

Start in the *middle* — or the end! — of the story.
Open a curiosity loop for your reader to close.



*"There I was, dripping wet, trying to figure out how the last twelve hours had gotten me **here...**"*





*"Inside this freebie, you'll learn the **ONE** mistake that tanks 37% of small businesses."*

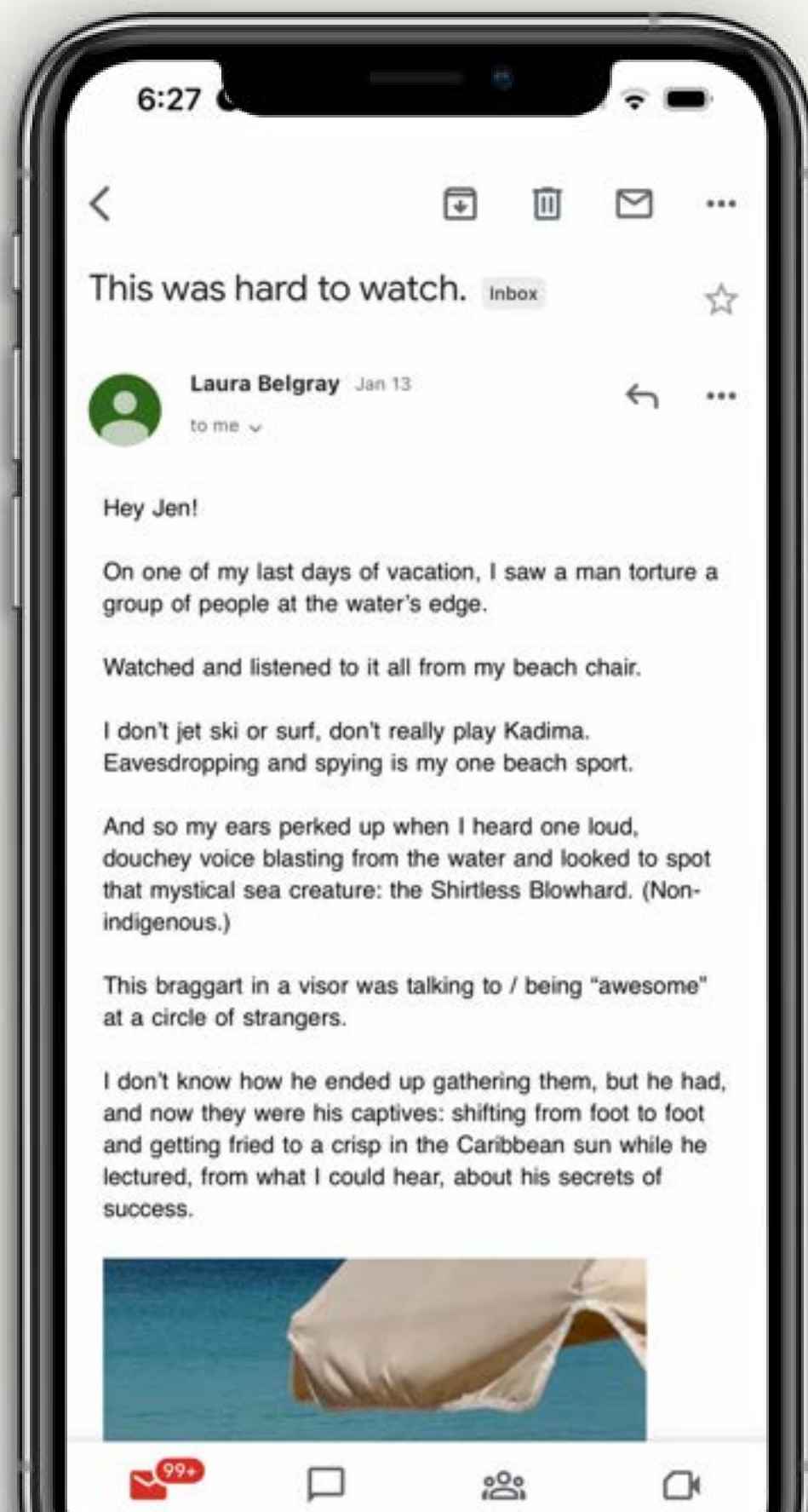


"In today's email, I'm going to walk you through five ways email marketing can work for you."

A FEW OF OUR TOP SUBJECT LINES, IN NO PARTICULAR ORDER:

1. suckerpunched by a dolphin 
2. Giving up in the ladies restroom
3. 3 very bad decisions
4. need your advice, Jen
5. revealing it all
6. My Law & Order Audition Tape
7.  The weirdest thing i've ever seen on a plane

see the loops?



EXAMPLE

laura belgray

"On one of my last days of vacation,
I saw a man torture a group of
people at the water's edge."

Try not reading the rest of that.

TALKINGSHRIMP.COM/SIGNUP

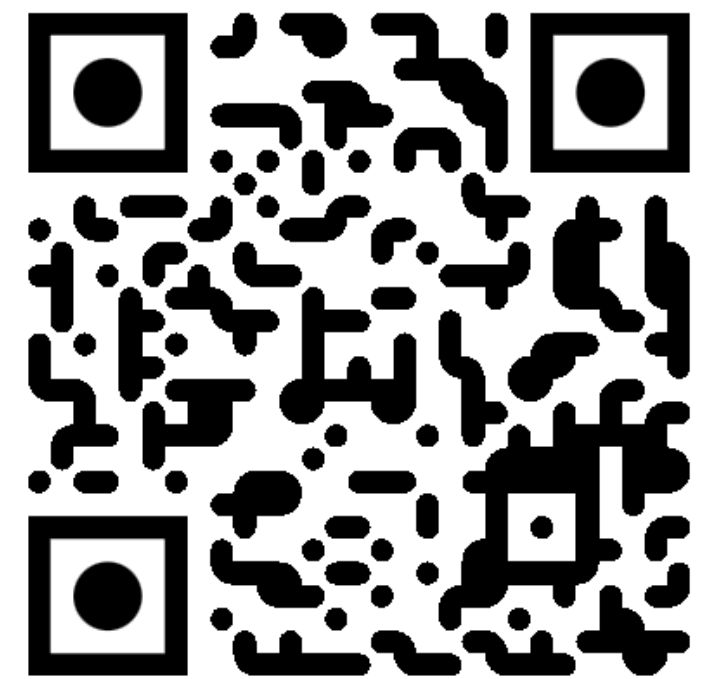
REMEMBER:

Email feels like a *chore*.
Stories feel like a break.

Get these slides +
free resources, new
templates, and more!

[TONICSITESHOP.COM/FLOCLASS](https://tonicsiteshop.com/floclass)

Or scan the QR



keep it
CONSISTENT

Show up **consistently** to nurture your list. (Batch content if you need to.)

This doesn't have to be every week, but **frequency > forgettability**.

Keep them excited for your next email (tease what's coming next.)

Don't ghost and expect email to work for you.

three keys to content

CONSISTENCY

MAKE IT SIMPLE

MAKE IT ENJOYABLE

MAKE IT REPEATABLE

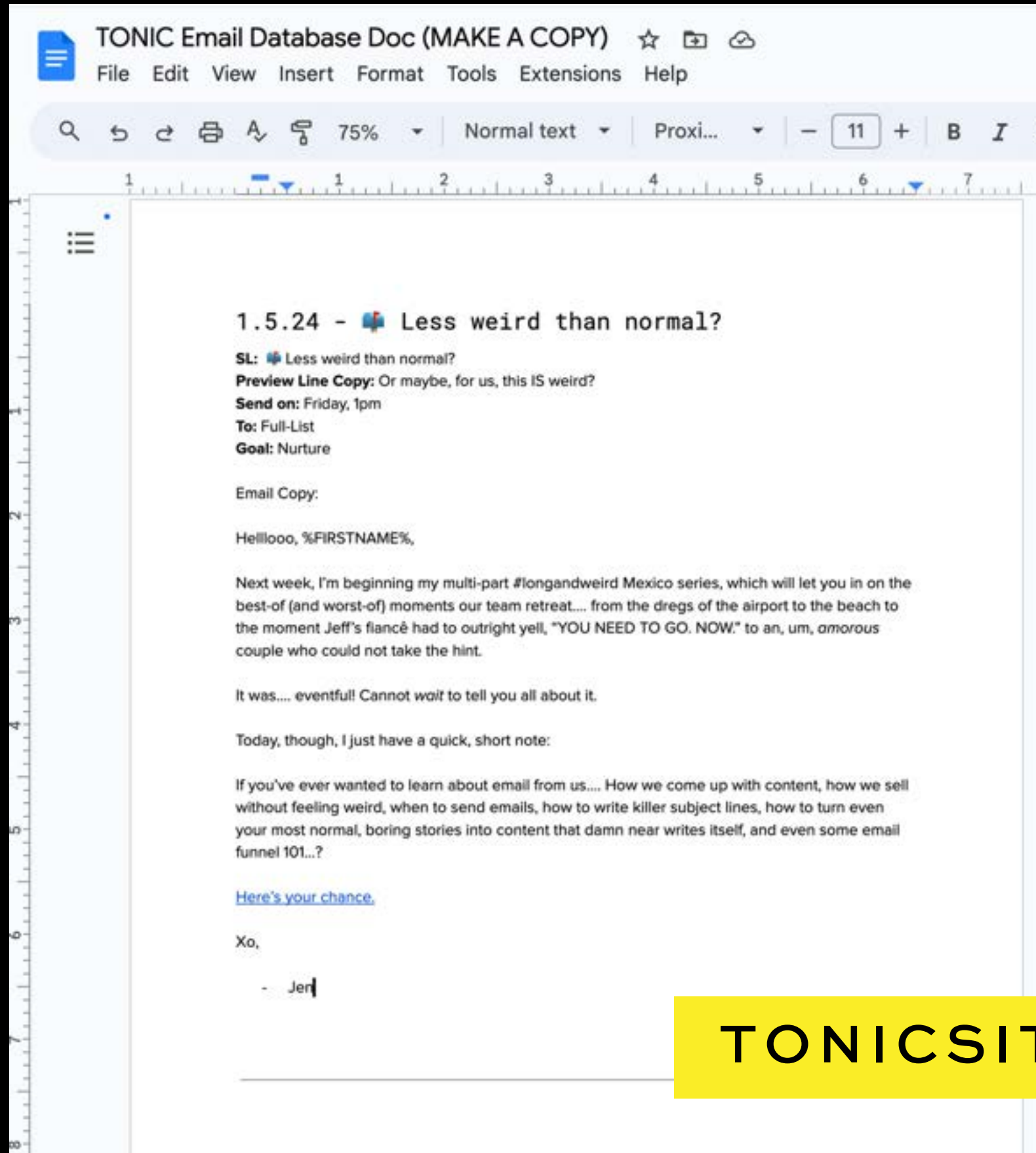
let's get tactical
THE HOW

CONTENT AND MORE ACTIONABLE STUFF

Get Our Exact Email Database Template




TONICSITESHOP.COM/FLOCLASS





A monthly list of things
our team is obsessed
with, lovingly curated
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"Dangit. Gotta go. I think I'm getting a ticket." I quickly hung up on Aaron before he could make jokes. Flashing lights immediately appeared behind me. I pulled over to the shoulder.

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Don't wait another minute — [Lock in your discount + your on-brand-everything now](#). I'll be outside the courtroom cheering you on.

Your favorite crime lord,

don't try to tell me
YOU'RE BORING

SPOILER: "BORING" = RELATABLE

This is super helpful... but... I feel like I have no interesting stories to share. Honestly every time I think about it I feel like I've lived a plain Jane vanilla life. Then I start over thinking, panic and give up. It's like I know what I'm supposed to do but my life doesn't involve sexy stories or that crazy time when my friend and I xyz... any advice for someone who lived under a rock lol?

“

RE: BORING, DONE RIGHT = RELATABLE

It's much easier for someone to relate and connect with you over a trip to the grocery store gone wrong than a crazy story from your first-class flight to Dubai.

TRAIN YOURSELF TO THINK: HOW COULD THIS BE AN EMAIL?

e.g. the wet squelching

two ways to
ENGINEER
EMAILS

START WITH THE STORY:

1. What was my experience like during this story?

a. How did I feel during this story? Confused, anxious, frustrated, lost, surprised, thrilled, etc.?

2. How does this experience relate to what my reader (or their audience) might be experiencing?

a. How does my product/service help people go from confused to confident? Anxious to at ease? Angry to appreciative? Are they overwhelmed / exhausted / frustrated, too?

b. How could my experience apply to someone else / their business?

3. What's the takeaway from my experience?

a. What did I learn? What did I wish was different? What inspired me? What clicked?

b. What could my reader learn from my experience? How might they relate?

START WITH THE REST OF THE EMAIL:

1. What is my customer feeling / wanting / needing in regards to the reason for my email and/or my business?

a. What holds my people back from buying? Why might they be looking for what I do in the first place? What might they be facing in their personal life? What might they find interesting or currently relevant to their business?

2. What's a story where I've felt something like how they might be feeling?

a. Pro tip: keep a note in your phone with ideas as they come to you.

STORY

Having a terrible, Pretty Woman-esque experience trying to return a designer bag.

Getting soaked by a surprise sprinkler while wearing a white dress / having my hair / makeup ruined on my way to a fancy gala.

*Being so annoyed I could barely accomplish **anything** thanks to a cricket in my garage.*

PIVOT

Who you are as a company is defined by how you treat your unhappy customers, not your happiest ones.

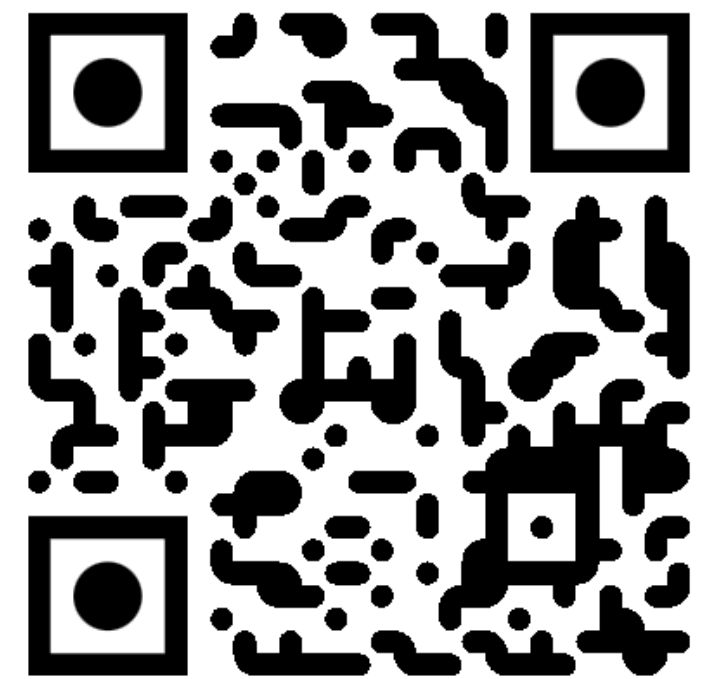
It can be difficult to show up when you don't look / feel your best... *especially* online. But if you wait to be perfect, you'll always be waiting.

We can ignore the tiny things that bother us (like our janky old website) for way, way too long.

Get these slides +
free resources, new
templates, and more!

[TONICSITESHOP.COM/FLOCCASS](https://tonicsiteshop.com/flocclass)

Or scan the QR



“is this going to be
A NEWSLETTER?”

LET’S TRY THIS TOGETHER:

NIKI

When I was a kid, I lived on a small farm, dog, cats, horses and chickens. The chickens were the bane of my existence. I had to go in every morning before school and collect the eggs, it was usually still dark. I would walk in, terrified, because while collecting, at least one would freak out, and then they would all freak out, flying and hopping around the coop, I got wings to the face, back of the head. The stuff of nightmares. To this day, I will not go near a chicken.



I'm a kids' anxiety coach.

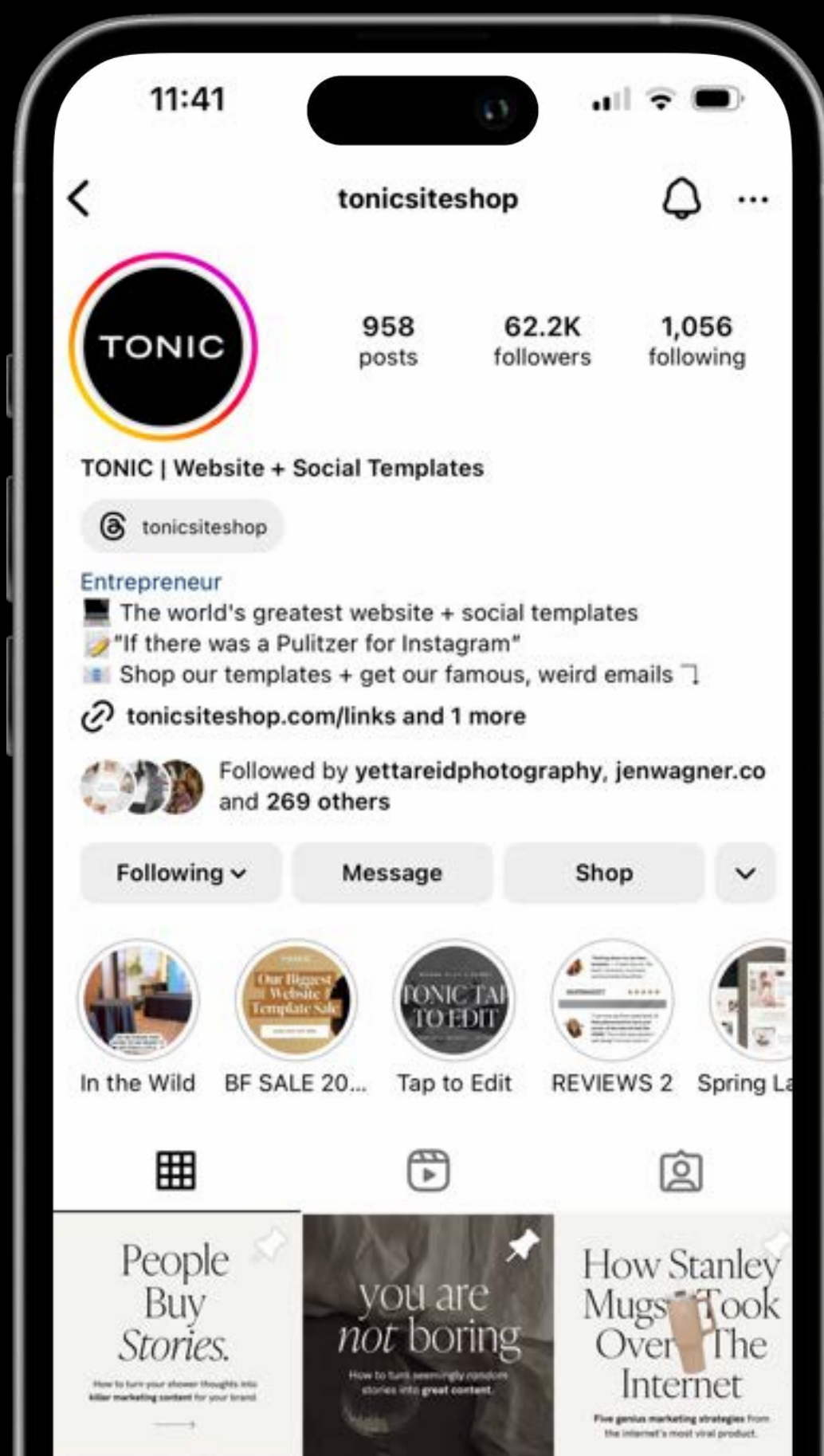
WHAT IS HER AUDIENCE FEELING AND EXPERIENCING?

*It can be so difficult to know how to relate to your kids anxieties and fears — how understand what's **really** going on for them.*

To us (like my parents), it seems so simple. You're just gathering eggs! It's just a chicken. They're harmless! It's no big deal!

*But what we don't fully understand is that to them, **there's no such thing as "just."** To them, it's so much more than a few chickens.*

And I'm here to help uncover the methods you can use to understand and face their ~~chickens~~ fears.



FOR MORE EXAMPLES

I just pinned these posts for you.

@TONICSITESHOP


FALL IN LOVE WITH EMAIL MARKETING

HAS THIS BEEN HELPFUL SO FAR?

Post up in the chat and rate this talk from 1-10 in terms of how helpful it was for you! What is ONE thing you're taking away from this class?



A monthly list of things
our team is obsessed
with, lovingly curated
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NEW

02

THE SWEATSUIT

Here's a little information about this item. Talk about why you like it and maybe even **bold some stuff**. Make sure you do an [inline link](#) because people like those.

CALL TO ACTION



03

THE SHOW

Here's a little information about this item. Talk about why you like it and maybe even **bold some stuff**. Make sure you do an [inline link](#) because people like those.

CALL TO ACTION



Strange, *but* True

BY JEN OLMSTEAD — EDITION #00023

Use this section of your email to tell a good story or anecdote related to the offer you're about to make.

Yesterday was *not* a great day. [First name](#) / friend.

Yesterday, I spent most of my afternoon — though not as much as I was supposed to (spoiler!) — in [traffic court](#).

If you haven't ever received a traffic violation that required you to appear in court, first of all, [congratulations](#), and secondly, buckle up for this newsletter.

(Seriously, [seatbelt safety is important](#).)

Before I get to our *Law & Order* episode, I'll lay the groundwork for the case.

A few months ago, I was driving home with my three kiddos. My husband was out of town for the week and we hadn't yet talked to him that day, so when he called, I answered.

Except it was actually a Facetime call. And when I answered, briefly holding the phone up so the kids could see his face and we could tell him we'd call him back in a bit, I happened to do so at the *exact* moment I passed a policeman hidden in one of those special GOTCHYA zones of the highway.

"Dangit. Gotta go. I think I'm getting a ticket." I quickly hung up on Aaron before he could make jokes. Flashing lights immediately appeared behind me. I pulled over to the shoulder.

"MOMMY, ARE YOU GOING TO PRISON?" My three year-old, Mason, excitedly inquired from the backseat.

"WHO WILL TAKE CARE OF US?!" wailed Sofia, 5.

(We're in a big *Anne of Green Gables* phase right now.)

The Policeman Cometh

The policeman, straight out of "TOUGH, BALD COP / POSSIBLY TRAGIC PAST / HATES PUPPIES AND NEVER SMILES" central casting, slowly walked up to my window.




NEW

(This is where you begin to tie your story to your offer. We call it "pivot!")

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Swipe to Scroll

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03 : 02 : 59 : 20

DAYS HOURS MINUTES SECONDS

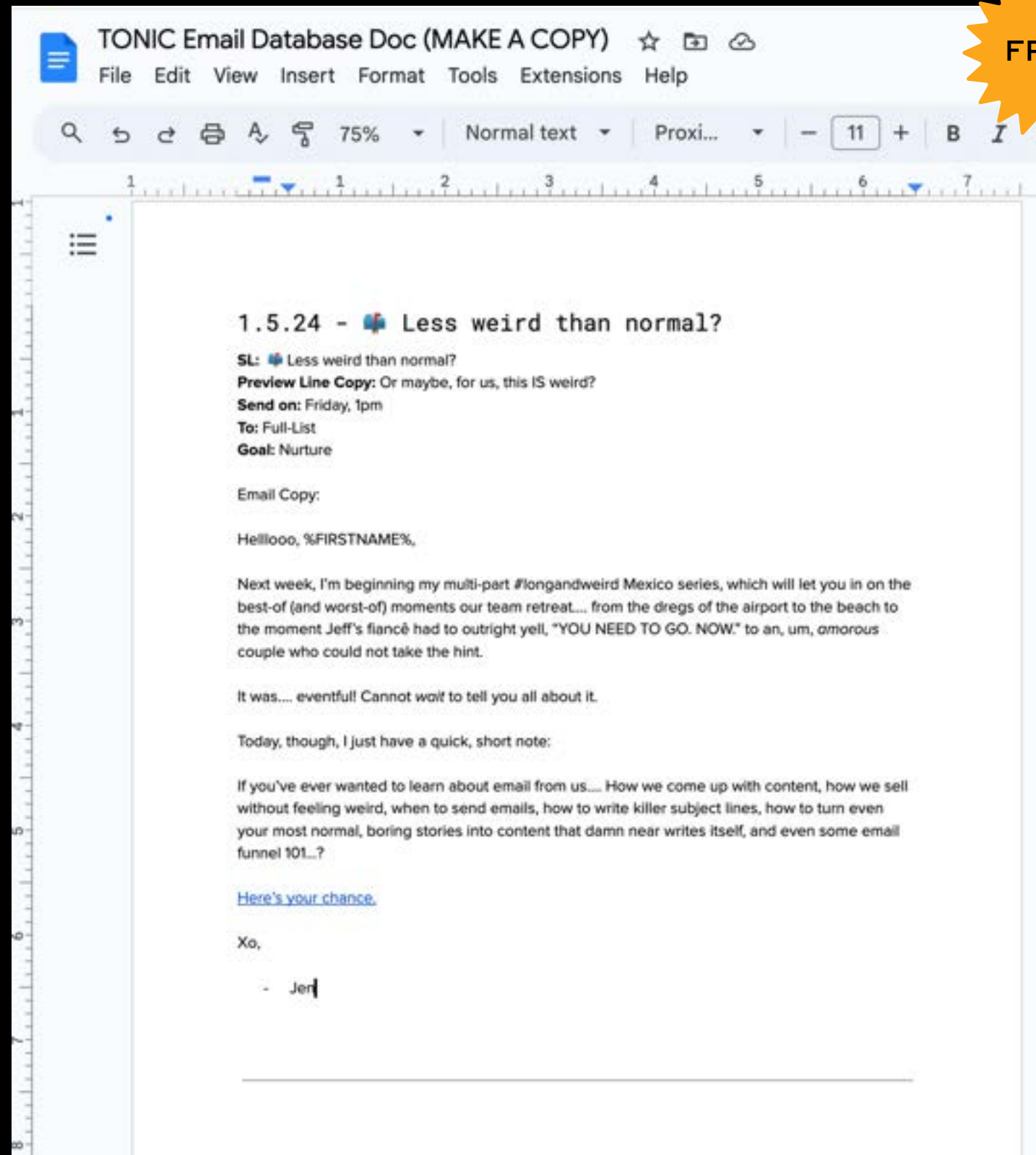
Think of us as your personal lawyers (in much better blazers) using our strategic knowhow to get you OUT of I-hate-my-website / algorithm jail and INTO a brand **you're freaking proud to show off**.

We've packed these with everything *you need* to show up online, and the early reviews are *insane*. (I'll be back to share a few tomorrow). **

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Your favorite crime lord,



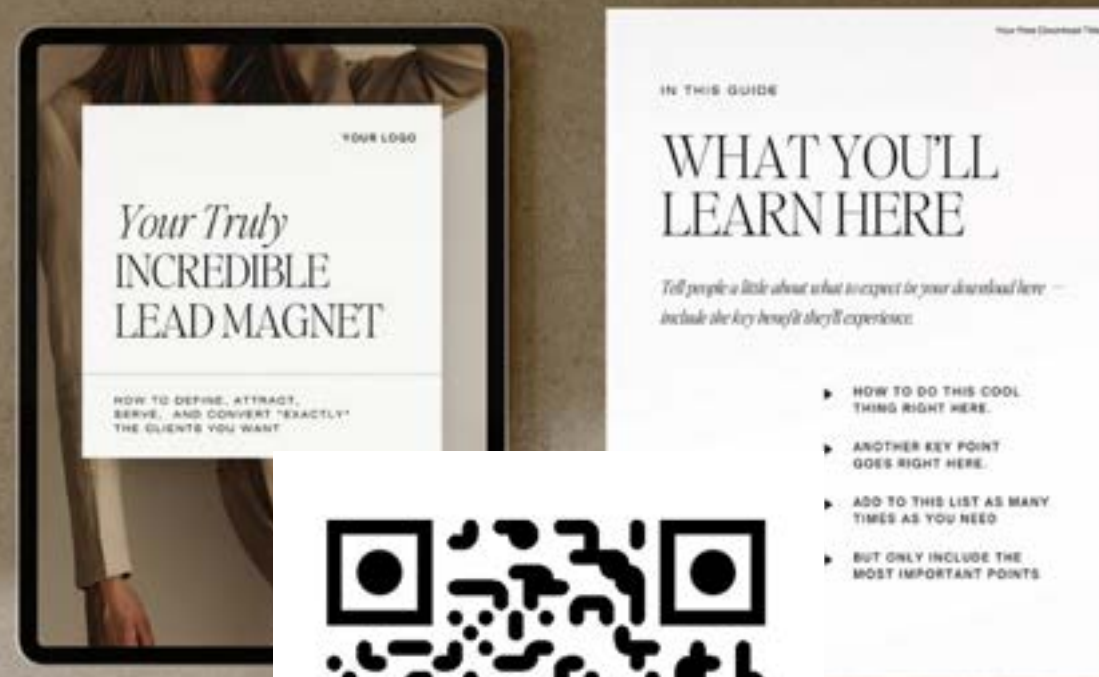
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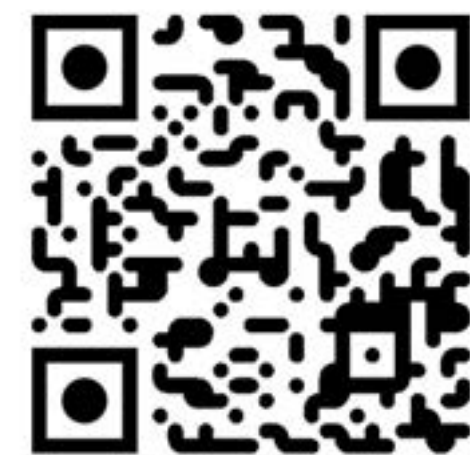
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