



5 EMAIL ENGAGEMENT IDEAS

for Creative Businesses

Hello VMVA



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HI THERE

Welcome to your 5 emails to inspire!

My name is Violette and I'm your behind-the-screen va bestie. I'm the va behind Hello VMVA, and I specialize in supporting creative businesses with email marketing, admin and scheduling services.

Your email list is one of the best ways to have a direct connection to your ideal audience, but it's not so great when you feel like you're just talking to yourself.

So I put together a quick list of some of my favourite ways to engage with my audience by providing value and entertainment like we are besties in the inbox!

Just scroll through and you can take any or all of the outline examples. I made them super customizable for you so you can make it tailored to your business!

Enjoy :)

Until next time,

Violette



1. THE "BEHIND-THE-SCENES" EMAIL

Subject Line: "A Sneak Peek: How I Create My [write your product/service here]!"

Purpose: Create a personal connection and show the attention that goes into your work.

Outline:

- **Opening:** "Hey [First Name], I wanted to take you behind the scenes of my creative process, ever wondered what goes into making [your product/service]?"
- **Step 1:** How you start (sketching ideas, gathering items, brainstorming, etc.).
- **Step 2:** The creation phase (what tools, techniques, or methods you use).
- **Step 3:** The finishing touches (the final attentive details before sharing or selling).

CTA: "What part of the creative process do you love the most? Reply and let me know!"



2. THE "EXCLUSIVE OFFER" EMAIL

Subject Line: "You're on the List— a Special Thank You for You!"

Purpose: Reward your subscribers by making them feel special.

Outline:

- **Opening:** "Hey [First Name], I'm so grateful you're part of my community! As a thank you, I have something just for you..."
- **The Offer:** A discount, early access to a product, a freebie, or bonus content.
- **Why It's Special:** It's limited to your subscribers only, so they feel valued.

CTA: "Claim your exclusive offer here before it's gone!"



3. THE "LESSON LEARNED" EMAIL

Subject Line: "That Time I Made a Huge Mistake in My Business..."

Purpose: Build authenticity and connection by sharing a story that is relatable.

Outline:

- **Opening:** "Hey [First Name], I have a story for you. It's about a mistake I made in my business and what I learned from it."
- **The Story:** Share one of your challenges, mistakes, or learning moments they can learn from.
- **The Lesson:** What you took away from it and how others can avoid the same mistake.

CTA: "Have you ever had a tough lesson? Hit reply and share —I'd love to hear!"



4. THE "ASK FOR FEEDBACK" EMAIL

Subject Line: "I Need Your Opinion!"

Purpose: Increase engagement by making your subscribers feel heard.

Outline:

- **Opening:** "Hey [First Name], I want to make sure I'm putting my talents towards exactly what YOU need, so I'd love your input!"
- **The Question:** Ask what type of content, products, or services they'd like next, or adjustments or changes that could be helpful in the future.
- **Options to Choose From:** List 2-3 options or ideas for them to vote on.

CTA: "Reply and let me know your thoughts, or click here to vote!"



5. THE "TOP 5 RIGHT NOW" EMAIL

Subject Line: "5 Things I'm Loving This Month (And You Will Too!)"

Purpose: Provide value with this list and share inspiration while keeping things fun and personal.

Outline:

- **Opening:** "Hey [First Name], I always love discovering new things, so I thought I'd share my top 5 favorite [tools/books/resources/inspiration] with you this month!"
- **List the 5 Items:**
 - a. A favorite business tool or app.
 - b. A book, podcast, or blog post you found inspiring.
 - c. A creative trend or idea they're excited about.
 - d. A behind-the-scenes progress update on your work.
 - e. A bonus tip or trick to help your audience.

CTA: "Have any recommendations for me? I'd love to hear your favourites too—reply and share!"

