



# Action Guide

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The **enchanting** Lawyer  **Action Guide**

## **1. Be Consistent**

April talks about how a common mistake with all online work and especially emails is lack of consistency. By keeping the look and tone of your output consistent you are building your brand and making your output more professional.

### **How Does It Apply?**

Think about what kind of image your branding is giving. Is it consistent across all of your output? Write down what fonts, colors and voice tones you are using in your website, email marketing and social media and check that they are all the same.

## **2. Get a Newsletter**

April explains how having an email newsletter is a great way to both engage with your existing customers and build your list.

### **How Does It Apply?**

First you need to write your newsletter. Make it relevant and interesting – you can use the space below to note your ideas. Now write down below the frequency that you are going to send it out. Make sure that you give people an option to get out of having it sent if they want to. Now send it out to everyone on your list, making sure that there are clear links to your website.

### **3. Get Your Email Right**

April gives us some tips on how to craft a great email. By getting this right you will maximize the effect of your emails.

#### **How Does It Apply?**

Write your email. Check off the following points on the list, and write down below any of the changes that you need to make.

- Are the voice tone, colors and fonts all consistent with all of your other output?
- Is it short and comprehensive?
- Does it clearly show what your goals are and make it easy for people to do this?
- Is it interesting for your audience?
- Do you have links to your website and social media?
- Is your headline effective (5-8 words, with punctuation, but not too many exclamation points, and making them want to open it)?
- What is the name of the person that is sending the email?
- Do you have text only and HTML versions?
- Do you just have ONE image?