



40 cures for email newsletter writer's block.

If you struggle to come up with content for your email newsletter, here are 40 ideas to shake things up. Choose the topics most relevant to your industry, your audience and the personality of your brand. Keep in mind that strong content is useful to your readers. Usefulness can mean a lot of things, like being informative, providing entertainment or giving people exclusive deals.

Feature something (or someone) awesome

1. Customer/member of the day/week/month
2. Employee/volunteer of the day/week/month
3. Product/artwork/song of the day/week/month
4. Quote/poem/recipe/joke/word of the day/week/month
5. Deal of the day/week/month

Have some fun!

6. Themed "horoscopes" relevant to your business (e.g., gardening horoscope, career horoscope, writing horoscope)
7. Contest or giveaway (either right in your newsletter, or via one of your social media channels)
8. Creative signature (if you usually sign off with "sincerely," try an alternative like "cheers," "until next time" or maybe even "XOXO")

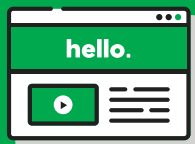
Provide useful, DIY information

9. Simple DIY instructions for how to make a ____ (e.g., floral arrangement, killer résumé)
10. Five tips and tricks on a topic relevant to your audience (e.g., productivity, living frugally, networking, parenting, entrepreneurship, mindfulness)
11. Simple instructions for how to start a ____ (e.g., book club, email newsletter, Etsy shop)
12. Three steps to do ____ better/faster/saner/cheaper

Your subscribers are waiting to hear from you! There's no time like the present to compose your next email marketing masterpiece. GoDaddy Email Marketing can help!



Remember: Be useful, be creative and have fun.



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Make an announcement

13. Milestone announcement (e.g., sold your 100th house, celebrated the five-year anniversary of your business)
14. Upcoming events (your own and/or other relevant events in the community; may include live and/or online events)
15. Pre-sale or pre-registration alert
16. Product launch or new feature announcement
17. Last-chance alert for a product, sale or event registration

Curate fabulous content

18. Teaser for YOUR video/podcast/blog post (make people want to click through to check out your own amazing content)
19. Blog post roundup (including links to posts by you and/or others in your industry)
20. Links to the latest authoritative research on ____ (topic relevant to your business)
21. List of the best free online resources on ____ (topic relevant to your business)
22. Must-listen podcasts on ____ (topic relevant to your business)

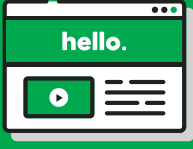
Give it a personal touch

23. History of your organization/business
24. Things/ideas you're loving right now
25. Books on your nightstand
26. Mission statement for you or your organization/business
27. The best advice you ever got about ____ (and how it can help your readers)
28. Behind-the-scenes glimpse of your organization/business (extra credit: link to a YouTube video tour)
29. Personal anecdote that helps your readers learn more about you and your organization/business—and improves their lives somehow

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Go visual

30. Unexpected/metaphorical photo or drawing
31. Professional headshot of you in your element
32. Infographic (create your own using a free tool like [canva.com](https://www.canva.com))
33. Quote graphic (create your own using a free tool like [canva.com](https://www.canva.com))

Make it about your readers

34. Customer/member testimonial/success story
35. Timely call to action—why should readers do it now? What's in it for them?
36. Subscriber-exclusive offer
37. Customer/member survey (collect feedback and report the results in a future newsletter)
38. Crowdsourcing for a future product (ask readers to vote on which product or service you should release next)
39. Headline/image/story that taps into your readers' aspirations (e.g., be more fashionable, generous, business-savvy or fit)
40. Sincere note of thanks/appreciation to your audience

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