



Guide to Email Marketing Made Simple

A COMPLIMENTARY GUIDE

Building your list, and writing emails
people actually want to open.

WHAT'S INSIDE

Two chapters, a six-point checklist, and one email sent by the end of the week.

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How to read this guide

Read the lead paragraph of each chapter first. If you only have five minutes, those sentences are the guide. Come back for the detail when you're ready to act on it.

What you'll leave with

A platform chosen, a sign-up form live, a welcome email written, and a send date in the diary.

WELCOME

A NOTE FROM CAROLINE

For years I knew I should be doing more with email, but I kept putting it off.



It felt technical, complicated and, if I'm honest, there was always something else that seemed more urgent. Then I was lucky enough to have someone say something incredibly simple to me: "Just start." So I did.

And that's probably the best advice I can pass on. You don't need the perfect platform, a huge mailing list or a beautifully designed newsletter. You just need to begin.

Social media is brilliant, but we're all at the mercy of algorithms. Your email list is different. These are people who have actually chosen to hear from you, and that makes it incredibly valuable.

This guide is simply everything I've learnt along the way, the practical things that have helped me, the mistakes I've made and the things I wish I'd known at the beginning.

*Don't overthink it.
Just start.*

CAROLINE CARY · FOUNDER, EAT NOURISH LOVE

Caroline x

BEFORE YOU BEGIN

You don't need a big list. You need one that actually wants to hear from you.

Who is it for?

Anyone who has been meaning to start a newsletter for months and hasn't. No technical knowledge assumed, and no existing list required.

How long will it take?

Fifteen minutes to read. An afternoon to set up. One email sent this week, however small the list.

Quick-start idea

Only 3 to 6 percent of your followers see any given Instagram post; a small, engaged email list will routinely see open rates of 50 to 65 percent. You don't need a big list, you need one that actually wants to hear from you.

Worth reading

Everybody Writes by Ann Handley. It's the book I recommend most often to anyone writing for a business, emails included. Her whole case is that good writing isn't a talent some people have, it's a set of habits anyone can build, and it's made every email I've sent since a little more human.

GETTING STARTED

Pick one platform and stop researching. The best one is the one that gets you sending today.

01 Give people a real reason to sign up

"Join my newsletter" doesn't work. "Get 10% off your first order" does.

02 Keep the form short

Email address only. Every extra field is a reason to close the box.

03 Build one lead magnet

A short PDF, a discount code, a checklist. It doesn't need to be big, just genuinely useful.

04 Only email people who've opted in

No bought lists, no pre-ticked boxes. Make unsubscribing one click, and if anyone offers to sell you a list, don't touch it.

Caroline's tip

Don't wait until it's perfect. Sending an imperfect email to twelve people beats sending a perfect one to nobody.

EMAILS PEOPLE ACTUALLY OPEN

Subject lines decide everything. Everything after that is whether you sound like a person.

01 Nail the welcome email

It sets the tone for everything after. Be warm, say who you are, give them something useful straight away, and sign off like a person, not a brand.

02 Keep sales emails short

100 to 200 words, one clear call to action. Selling isn't pushy if what you're offering genuinely helps.

03 Don't stop after one email

Most sales come in the final 48 hours of a launch, often from the email you were tempted to skip because you felt like you'd said it all already.

04 Subject lines decide everything

"Newsletter, April edition" gets ignored. "The mistake everyone's making with X right now" gets opened.

05 Give subscribers first access

"Tickets go on sale to the list at 8am, everyone else at 10am" is one of the most under-used tricks in marketing, and it works at any list size.

When to send

Timing won't save a weak email, but it will hold back a good one.

Why it matters

Best send times are Tuesday, Wednesday and Thursday for most audiences, weekend mornings for product and lifestyle brands.

Your quick-start checklist

- ☐ Name your newsletter.
- ☐ Choose a platform and sign up.
- ☐ Build a simple sign-up form.
- ☐ Write your welcome email.
- ☐ Add the link to your Instagram bio and email signature.
- ☐ Pick a send date two weeks from today, and send it.

Your subject line, drafted here

SEND ONE THIS WEEK

Don't wait until every box is ticked.

Your challenge

Send your first email to whoever's already on your list, even if it's twelve people, this week.

Three things to do first

- ☐ Choose the platform. Any of them. Today.
- ☐ Write the welcome email before you build anything else.
- ☐ Put the send date in the diary and treat it like a meeting.

About Eat Nourish Love

Eat Nourish Love and the ENL Collective exist to support real, sustainable wellbeing, alongside real, sustainable business. We publish guides like this one, run events through the year, and open doors between the people in our community wherever we can.

Thank you for spending this time with me and this guide. I hope even one part of it helps.

Caroline x



MORE FROM EAT NOURISH LOVE

COME AND JOIN US

I'd love to have you with us.

The ENL Collective is our curated community for founders, brands and people who want to grow through connection as much as strategy. We run events through the year, share ideas, and open doors for each other wherever we can.

Come and say hello on Instagram, and if you'd like more like this straight to your inbox, pop your email in at eatnourishlove.com to join the list. Yes, the irony of that is not lost on me.

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