

## Anatomy of the first email!

ALOHA from Maui! I want you to know how thrilled I am to be in touch. THIS is just a reminder that you're receiving this email because you have expressed an interest in hearing from me - Misha Seelhoff. You can unsubscribe anytime!

You may [unsubscribe](#) if you no longer wish to receive our emails.

This is a Permission Block and serves as a pre-header, too. Asking for people to unsubscribe right up front is important.



A logo or your name and an image of your art at the top is a must. This will be your forever (if possible) way to insure recognition. This branding should match your website, business cards and so forth.

*It's finally happened! And I couldn't wait to share my news!*

### Aloha Misha!

Remember your vacation on Maui? I bet you do and I hope you remember me, too!

You signed up to get emails and I finally have a reason to reach out and share!

### I have a website - Finally!

And of course, you will remember my jewelry! It's there, too. Unique, hand-painted and beaded creations that are just like my artworks, only smaller!



Haleakala Moonrise

First order of business: Reminder of how you "met" and why you are getting in touch.

A link (but not a CTA) to your website. You are not selling in this first email. You are just getting acquainted.



Photos of work to help remind and create a connection ABOVE the scroll lines. They are both linked to the website and have "alt tags" embedded.

You can click on the pictures to visit my new site!

Meanwhile - I won't be sending too many emails. It's surprising how few hours I have for doing "business" things.

I thought I would never get my website done! So, I hope to have time to send one a month or maybe an extra one once in a while when something exciting happens!

But hey... if you don't like seeing my art in your inbox, you can always unsubscribe, too! You won't hurt my feelings, I promise. BUT: I will be making you some special offers and other extra good things can happen. So don't be too quick to leave me behind!

Let the subscriber know what to expect in the future. They are more likely to stay on your list if they know what to expect.

Close by letting them know you have good things to share, but restating that they can unsubscribe any time.

I hope you **will** stick with me. AND - I hope you will come see me when you are back on Maui!

Mahalo for your continued support of my art!



A hui hou!

A friendly smile goes a long way! And inviting them to contact you (no selling in this email) is always good form. The next email will have a very different tone and intention. And it will happen in about 3 weeks. It will feel like 4 or 5 weeks to the subscribers, but this new relationship can't wait that long to re-connect. 3 weeks is the goal. You can settle into once a month after that if that is your goal.

Misha  
([email me](#) - just click here - any time if you have any questions!)