



Email That Works: Your First Steps

A practical introduction to automation, segmentation, deliverability, and launch sequences

Build useful email skills while giving your readers a reason to stay.

SHAD EDDIE MONGRUE

Free preview edition · pages 1–2

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01

Why Email Matters Now

Email gives you a direct way to reach people who asked to hear from you. To earn their attention, send useful messages, respect their choices, and work to reach the inbox.

- ◆ Litmus reports an average return of \$36 for every dollar spent on email, higher than any other channel¹.
- ◆ That average offers context, not a forecast for your business or campaign.
- ◆ For bulk senders, spam rates above 0.1% can hurt inbox delivery².
- ◆ Google requires one-click unsubscribe for marketing and promotional messages, but not transactional messages².

Email can support your business, but results depend on what you offer, whom you contact, and how well you manage the relationship. Start with a clear purpose for every message. Give readers information they can use, make your claims accurate, and let people control whether they continue hearing from you. Those choices help you build a stronger foundation than sending more messages just to fill a calendar. Next, put these ideas to work in one email you already send.

INSIDE THIS BOOK

You'll review a message, learn the basics of segmentation and deliverability, and follow a starter plan. Then you can explore funnels, personalization, and list health in the books ahead.

02

Make One Email Better

You can make a useful improvement today without building a campaign from scratch. Set aside a short work session to review one email you already send or plan to send.

- ◆ Choose a welcome email, product update, or launch announcement that matters to your readers.
- ◆ Write down the message's purpose and the reader you want it to help.
- ◆ Check that subscribers agreed to receive this kind of message from you.
- ◆ Make the next step clear and include an easy unsubscribe for marketing messages.

Keep your review focused. Replace vague wording with a direct explanation of what the email offers. Remove claims you cannot support, and check that readers can tell who sent the message and why. If you ask them to act, make the action clear and relevant. Save the revised draft and note what changed. This simple review gives you a practical habit to use when you begin planning sequences and automated messages.

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You've read the free pages. Here's what the rest of this book covers:

- 3 The Parts That Matter
- 4 Your Seven-Day Starter Plan
- 5 Build Skills That Travel
- 6 Choose Your Next Step

BY THE END OF THIS SHELF, YOU WILL

- ◆ A foundation for responsible email marketing
- ◆ A repeatable way to review messages
- ◆ A clearer understanding of consent and trust
- ◆ Skills for planning relevant campaigns
- ◆ A path to deeper learning in automation, segmentation, and deliverability

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Sources for the free pages

Every statistic in this book is numbered and links to the page it came from. Each one was checked word for word against its source in October 2026. Figures can change as sources update. This book is for education and is not personal financial, legal, medical or professional advice.

- 1 **Litmus**, Email Marketing ROI: What leads to better returns?. <https://www.litmus.com/resources/email-marketing-roi>
- 2 **Google**, Email sender guidelines FAQ - Gmail Help (June 2024). <https://support.google.com/mail/answer/14229414>