

Echo.Church Staff Training  
Email Playbook

2021

Watch this training here:

# Audience

First... WHO are we talking to?





“Your email list is not controlled by an algorithm.

Almost everything else is.

As a result, it’s a fantastic way to connect with people. Via email, you have a **direct connection** with people. And it gives you a vital way to really build a **personal relationship** that could lead to a phone call, scheduling a coffee or an invite into a virtual or in-person meeting.”

*Carey Nieuwhof*

# What this playbook covers

## 1. General Best Practices

- a. [Audience](#)
- b. [Language](#)
- c. [Design](#)
- d. [Subject Lines](#)
- e. [CTAs](#)
- f. [Timing](#)

## 2. Mailchimp

- a. [Mailing Lists](#)
- b. [Templates](#)

## 3. [Coming soon](#)

*Click to go straight there!*

# Audience

First... WHO are we talking to?



# Echo Eddie/Ellie



## THEY ARE...

- Unchurched but **open to faith**
- Entrepreneurial, want to grow in capacity & influence
- **25-35 years old**, \$150K-\$250K income
- Married with young kids + dog
- Socially active, willing to take risks
- Globally conscious, cause-driven
- Live in luxury apt/condo

## THEY DO NOT LIKE...

- **Judgmental** people, **insincerity**, **hypocrisy**
- Mediocrity, laziness, cheap, low-quality
- Wasting their time/resources
- **Being forced/coerced** to do things
- Assumptions without logic/evidence
- **Clutter, over-complication**

## THEY LIKE...

- **Freedom to choose**
- Fitness, healthy food
- Electric cars, environmental friendliness
- Vacations, travel, TED talks, podcasts
- Quality coffee, beverages, experiences
- Macs, Yelp, social media & **getting info via phone**
- **Clean, simple** style/visual communications

## THEY STRUGGLE WITH...

- Marriage, parenting, **loneliness**
- Pornography, apathy, complacency, discontent
- **Workaholism** (work/life balance)
- **Money, relationships, identity**
- Long-term commitment

# Address your audience! (Provide context)

*“Who is this for?”*

“Hey Group Hosts & Leaders,”

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*“Why me?”*

“I’m reaching out because I saw that you...”

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*“What’s being asked of me (& why)?”*

“Please fill out this form by next Friday so we can...”



For credibility, don't overpersonalize

Use personalization *sparingly* when it comes to bulk emails.

# Language

Now, HOW do we talk to them?



## VOICE (personality)

Engaging, clear, concise, human, inclusive, visionary, invitational, action-oriented

NOT

outdated, churchy, soft, complicated, confusing, passive

## TONE (attitude)

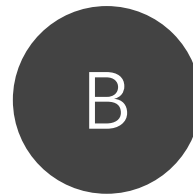
**Echo is not the hero.** Cast vision for how your AUDIENCE can be the “hero” in taking part in transforming lives for the Kingdom!

NOT

self-focused, demanding, “white-noisey”



OR



“Whether you’re a Christian or non-Christian, every week, we have small groups for fellowshiping and digging into the gospel.”

“No matter your background, there is a group for you! Choose from 200+ virtual or in-person groups here.”



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“No matter your background, there is a group for you! Choose from 200+ virtual or in-person groups here.”

# Design

How do I make my email look good?



## Remember these 3 C's:

### CLEAN

Stick with the overall branding & theme.

Don't use 3 different fonts or too many colors.

Don't overcrowd.

### CLEAR

Arrange elements so that it's easiest for the reader to follow.

Refer to "click here" or "click above/below" for hyperlinks (except for buttons, which are clearly clickable).

### CREATIVE

Don't be afraid to try out new, unexpected elements (e.g. animated GIFs, personal video/photo)

**Mother Earth**  
is making some changes!

**CHANGE AHEAD**

## NEW NEWSLETTER CHOICES!

**Mother Earth Pillows®**  
**Pilossage™ & MEDINC Education**  
**Mother Earth Natural Solutions in Arnold, MO**

**DON'T MISS OUT ON RECEIVING YOUR EMAILS!**  
**Get the one(s) you really want!**

First, thank you for your interest in Mother Earth Pillows®, Pilossage™ or Mother Earth Natural Solutions in Arnold, MO.

In just a few months we will celebrate our 20th year in business! And it means it's time for a few changes. We want to look at how we stay connected with you and have changed some of the options so you have more information you desire.

**New Newsletter Categories** - Use the icon below to select the newsletters you **un-select** choices.

As a 'thank-you' for updating your preferences, we will add CODE #2014A for a **FREE EYEGLASS** in your next **online order** or mention this code in a phone call to the store for a **FREE GIFT** during the month of August. (this free offer does not need in orders or previous orders)

**Drum roll please... HERE to choose!**

- 1 - NEW ONLINE orders Specials & Info for your Health
- 2 - Special Mail Mother Earth Natural Solutions Store - products & info
- 3 - STAY - Staying in touch, info, tips, links & Specials for the LMT, PT, YOGA, MEDITATION & THERAPY TRAINING - Pilossage™ News & Classes
- 4 - HEALTH CARE PROFESSIONAL - RN, NP, PA or Pain Management Nurse
- 5 - SPECIAL NEEDS POPULATION - Schools, teachers, therapists, parents
- 6 - PROMOTIONAL LOGO products - Your Logo on our products - specials & info

If you are happy with the newsletters you now receive, no changes are required. You still receive the FREE offer with any online order or in-store purchase in August when adding **FREE OFFER CODE #2014A with your order!**

**Go here to create your NEW Newsletter Profile.....**

PLEASE UN-CHECK ANY NEWSLETTER YOU NO LONGER WANT TO RECEIVE

We really appreciate your business and value you as an email subscriber

Sincerely,  
**Nikki McClain & Karen Kowal**  
& all the staff of Mother Earth Designs, Inc.  
800-344-2072  
[MotherEarthPillows.com](http://MotherEarthPillows.com)

You wouldn't believe the types of groups available - some for sports fans, foodies, fitness lovers, young professionals, couples, students, etc. Whether you're exploring faith or wanting to mature in your faith, a group will help you **take steps forward!**

**GROUP FINDER**

Days(s) of Week: **S M T W T F S**  ONLINE

**Grid View** **Map View** **ALL AUDIENCES** **ALL TOPICS** **ALL CAMPUSES**

<p>Leader: Grace T.</p> <p>Are you too busy? Too tired? Anxious? Burnt out? Overwhelmed by all you have to do? Do you struggle with living a "balan</p> <p>Meets Online</p> <p>You are a member of this group.</p> <p>0 miles</p>	<p>Leader: Andrea F.</p> <p>Some of the functions of salt in baking are to strengthen the dough and enhance the flavor of the final product. Salt is</p> <p>Meets Online</p> <p>4.4 miles</p>	<p>Leader: Karyn W.</p> <p>Let's gray around our neighborhoods and then meet via Zoom to talk about what God does as we pray for the Bay Area! When</p> <p>Meets Online</p> <p>6.4 miles</p>
<p> Weekly, Thursdays at 7:00 PM Young Professionals Co-Ed</p> <p>Hearing God</p> <p>Leader: Eugene G.</p> <p>"God spoke to me." "The Spirit spoke to my heart." "God revealed the idea to me." Being close to God means communication</p> <p>Meets Online</p> <p>6.7 miles</p>	<p> Wednesday at 6:30 PM Prayer Co-Ed</p> <p>The Prayer Course</p> <p>Leader: Sharon R.</p> <p>Come join us as we go through the video series "The Prayer Course" and "The Unanswered Prayer Course." This group and ma</p> <p>Meets Online</p> <p>7.1 miles</p>	<p> Every 2 weeks: Mondays at 7:00 PM Business / Finance Co-Ed</p> <p>Bitcoin &amp; Faith</p> <p>The purpose of this group is to discuss what bitcoin and cryptocurrencies are, to share ideas, and talk about how it rel</p> <p>Meets Online</p> <p>7.3 miles</p>

**FIND A GROUP**



# Subject Lines

Or: How do I pique someone's curiosity?



# Some best practices

1. **Short** & concise (<50 characters)
2. Think: **What are they feeling/thinking?** (And reflect it back to them)
3. Use **action-oriented** verbs
4. Make people feel **special** (e.g. “You’re invited” / “exclusive”)
5. Pique **curiosity** (e.g. “3 things to help...”)
6. **Emojis** are fun 🤪 (but just one at a time)
7. Compelling **preview text**

- A "I can't. I've got too much going on..."
- B Don't miss out. Only a few days left before groups begin!
- C Only a few days left before groups begin!

A

"I can't. I've got too much going on..."

B

Don't miss out. Only a few days left before groups begin!

C

Only a few days left before groups begin!

# CTAs

## (Calls to Action)

How do I lead people to take *next steps*?



# Best practices

1. **Short** (2-5 words)
2. **Value** ("find community" vs. "click here")
3. **Conversion** words ("start" / "more" / "join" / "get")
4. **First person** words ("I'm in" / "near me")
5. **Urgent** ("now" / "today" / "here" / "by Friday")
6. Make it stand out with **color** (red background)
7. **Fewer** is better - but if using multiple, make one "**main**" & other "muted"



**SELECT A SMALL  
GROUP NOW**

**CLICK HERE TO  
DONATE**

**READ MORE HERE**

**JOIN A GROUP**

**I'M READY**

**GET CONNECTED**

# Timing

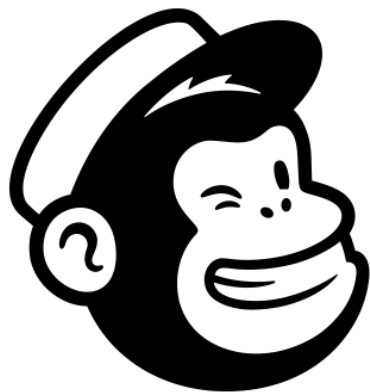
WHEN should I send an email?





# Best practices

1. Days: Most days have fairly similar open & click rates (especially since everyone is “always on” now), & it also depends on sender/subject/seasonality, etc. But average highest engagement seems to occur on **Wednesdays & Saturdays** (lowest: Friday).
2. Times: **9am-12pm** (ideal: **11am**)
3. Frequency: Quality over quantity (to avoid increasing unsub rates).



The

**mailchimp**

Database

(TAGS & GROUPS)

# ECHO DATABASE

ALL emails in the Rock (LIST)

## CAMPUS

A person's main campus (from Rock)

For CPs to email their campus

## RADIUS

A person's living area (from address in Rock)

For CPs to send special event emails to those living around their campuses - mostly for big days/events (e.g. Easter, Christmas, Block Parties, etc.)

# DREAM TEAM

"Serving Team" in the Rock (LIST)

## GROUP LEADERS

Group hosts, leaders, coaches, coordinators

For Filipe/Mandy to send emails to Group leads

Do NOT create new lists (creates duplicate contacts) - instead, make GROUPS under the list.  
*Or, even better: use Rock!*

As of now, try to use Rock for most emails.

It's linked to the most **updated database** &  
**keeps a comprehensive record** of communications  
with each person (for other team members to know).

# Coming soon

Some things in the works...



## In the works:

1. Cleaning up **mailing lists/database** & updating
2. Continuing **A/B testing**
3. Identifying the best **long-term email solution**
4. Enabling more specific **targeting**

Thank you!

Questions?