

EMAIL MARKETING TIP

Get visible

Concept contributed to [this post](#) by Amanda Moxley

Time to action: 10mins (template change), 30secs to add additional images to emails

Why is this so important?

People buy from people, not businesses, meaning it's really important they know who they are 'talking to.'

Part of this will come from the tone of voice in your emails but you also need to include visual cues.

You can do this by including photos of you in your emails.

Action this tip:

There are three ways to include your photo in emails:

1. You can add your photo to the header image of your template.
2. You can include your photo with your bio.
3. Add an extra relevant photo within the main content such as a behind the scenes, you with someone at an event, receiving awards, travelling etc.

Following are some examples for inspiration:



Hi Caylie,

A few weeks ago Ryan and Charlie (aka 'Daddy & Son Engineering') completed some vehicle modifications so I could head to Melbourne and have our new coolroom inspected by PrimeSafe:



With my Meat Transport Vehicle sticker in hand and accreditation complete, I was feeling pretty excited about our maiden delivery run, scheduled for a couple of days' time. Until the phone rang.

It was Meat and Livestock Australia
Calling from the triennial Beef Australia Expo in Rockhampton, Queensland
We had won.... WON!
The Meat and Livestock Australia / Cattle Council of Australia / AgForce
Grassfed Beef Award for "Service to Grassfed Beef Promotion"

(I type that information in snippets because that's how I was taking it in!)

My excitement turned into delirium, and the two and a half hour trip home turned into a three (ok, I'll admit, four) hour drive as I missed every turn off. Happily travelling the 'scenic' route, I had plenty of time to reflect and be grateful. It had only been ten months between our first beef sales in July last year and winning that prestigious National industry award.

This example is from Seven Creeks Grass Fed, a family owned and run business in Victoria, Australia. Rather than just tell their subscribers about their new delivery vehicle, Sally included photos of husband, Ryan, and son, Charlie, hard at work. ;-)





Caylie Price, Client Attraction Mentor

Caylie Price is the owner of [Better Business Better Life](#). She takes the 'tech' and overwhelm out of online marketing. Caylie teaches savvy business owners like you client getting strategies that boost your profits big time. She is also the creator of [Email to Income](#).

This footer sits at the bottom of every email I send to subscribers. It helps remind my list of who is sending them the email.

Brutally honest lessons I've learnt recently

Elle Roberts multipassionate creative, business coach, dreamer, writer, speaker & lots more



Hey you,

How are you going this week? It's a long one for you today, and a tough one to share but I've learnt some powerful lessons lately and I want you to know about them.

This year has been my most successful in terms of my little business. You know, the business formally known as Studio Exsto, but now Elle Roberts.

This year the Artful Business Conference was an incredible event that the attendees raved about. The action people have taken since fills me with joy and pride.

How great is this header from Elle Roberts? It gives readers a 'behind the scenes' showing the office she works from as the Creativity Coach and Business Mentor.



Your turn

Log into your email platform now and update your template to include at least one photo.

Before you send each email in the future, first ask yourself what photo you can include and add it.

Tweet me your style to [@cayliebbb1](https://twitter.com/cayliebbb1) and #46emailtips.

