

EMAIL MARKETING TIP

Get the name right

Concept contributed to [this post](#) by Linda Reed-Enever of Media Connections

Time to action: 30sec per email (MailChimp); 1min during list set up (Aweber)

Why is this so important?

When people think of getting their emails opened, often the focus is subject line, subject line and more subject line but that neglects the super obvious.

Think about it...

When you enter your inbox, do you scan the subject lines or 'from' names first?

As a friend recently said:

'I never read subjects... I just see who it's from and decide if I like them.'

Now that may seem simplistic given your email marketing will be competing with emails from friends and family but:

Done the right way, your emails can easily be recognised as valuable just from your name and email address.

Action this tip

So how should you structure the 'from' name and email address?

Always include your name and your business name (or a recognisable abbreviation) in the 'from' name.

Always use a 'from' email that includes your domain name (URL).



For example, I always open emails from Robyn because I recognise ‘Laser Effect’ in the ‘from’ name and I know the email will relate to my skin care program.

Using your name and your business name is especially important if you are sending emails on behalf of a business rather than you as the brand.

Shane from Thrive Themes	cayle@betterbusinessbe...	New font options added to Thrive Plugins (+ interactive content) - Check out this new, typography related feature we've added... Trouble viewing this email? Click	Nov 18
Jordana Jaffe	cayle@betterbusinessbe...	💪 if I wasn't married to her, I would hire her in a second 💪 - View this email in your browser Hi Caylie, Meet my wife, Gena (pronounced Jenna). Gena and I first	Nov 10
Syed from OptinMonster	cayle@betterbusinessbe...	9 Unique Popups You Can Make with OptinMonster Canvas to Boost Engagement - Almost everyone use popups just to get more email subscribers. But did you know that you can use	Nov 10
Brittany from Blab	cayle@betterbusinessbe...	Craft beer lovers unite! I'm hosting a Craft Beer Con Tomorrow! - there! Blab is a place to talk about things you're passionate about. I'm passionate about	Nov 20

The structure of Shane, Brittany and Syed’s ‘from’ names means at the very least I save their emails. Given these emails relate to services, I wouldn’t recognised who they were from if the business name wasn’t included.

Hello automatic delete!

Note: Don’t use only your business name in the ‘from’ section unless your personal name is your business name.

People buy from people, not businesses, so don’t remove an opportunity to connect.

How to change your ‘from’ name and email in MailChimp:

MailChimp requires you to set the ‘from’ name and address with each campaign.

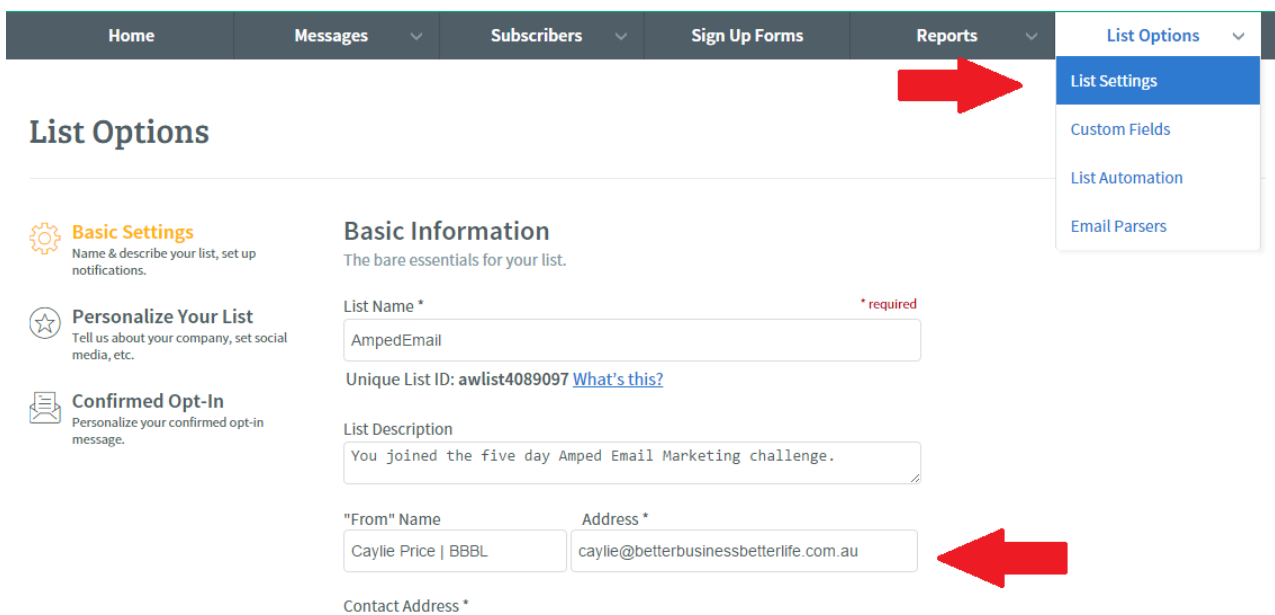
The screenshot shows the MailChimp campaign setup interface. The 'Campaign info' section includes fields for 'Name your campaign' (Special Offer Reminder), 'Email subject' (Give yourself the gift of self care), 'From name' (Robyn | Laser Effect), and 'From email address' (lasereffect@live.com.au). There are checkboxes for 'Use Conversations to manage replies' and 'Personalize the "To" field'. The 'Tracking' section has checkboxes for 'Track opens', 'Track clicks', 'eCommerce360 link tracking', and 'Clicktale link tracking'. Red arrows point to the 'From name' and 'From email address' fields. A dropdown menu is open for 'Personalize the "To" field' showing the option '*|FNAME|*'. The bottom navigation bar shows 'Recipients > Setup > Template > Design > Confirm'.



1. Create a new campaign.
2. When you get to the 'Setup' tab complete 'From name' and 'From address' as required.
3. Proceed through the remaining tabs and send your email.

How to change your 'from' name and email in Aweber

Aweber allows you to set the 'from' name and address by list. Once set, all emails sent to that list will appear with the default choice.



The screenshot shows the Aweber interface. At the top, there is a navigation bar with tabs: Home, Messages, Subscribers, Sign Up Forms, Reports, and List Options. A red arrow points to the 'List Options' dropdown menu, which is open and shows options: List Settings (highlighted), Custom Fields, List Automation, and Email Parsers. Below this, the 'List Options' page is displayed. On the left, there are three sections: 'Basic Settings' (Name & describe your list, set up notifications), 'Personalize Your List' (Tell us about your company, set social media, etc.), and 'Confirmed Opt-In' (Personalize your confirmed opt-in message). The main content area is titled 'Basic Information' (The bare essentials for your list). It contains several fields: 'List Name *' (required) with the value 'AmpedEmail'; 'Unique List ID: awlist4089097' with a link 'What's this?'; 'List Description' with the value 'You joined the five day Amped Email Marketing challenge.'; and two fields for 'From' Name and Address *. The 'From' Name field contains 'Caylie Price | BBBL' and the Address field contains 'caylie@betterbusinessbetterlife.com.au'. A red arrow points to these two fields. Below these is a 'Contact Address *' field.

1. Choose the list you wish to focus on.
2. Click on the down arrow beside 'List Options' then click on 'List Settings.'
3. Complete 'From' name and address then 'Save.'

Your turn

Yes, it's dead obvious but often it's the easy and obvious that are forgotten.

Change over your 'from' name and address then [let me know](#) when you have.

