



CREATING CONTENT FOR YOUR EMAIL LIST

*use the following pages
to help come up with content
ideas for your email list*

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1. Why did you start your business? What inspires you to keep going?
2. What step-by-step processes do you have for creating / collecting new products?
3. What is one thing you want people to know about your business or products?
4. Do you have any customer photos of your products you can send in a roundup?
5. Do you have any secret tips or tricks that you can share with your subscribers?
6. Is there a difficult decision for your business you're comfortable sharing?
7. Can you create a list of how to style an outfit with your piece in 5 minutes or less?

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8. Can you create an promotional content or run any sales on your products?
9. Are you making any big changes in your business that you can share?
10. Is there a way you can help your audience to simplify and make something easier?
11. Can you hold a contest to see who styles your products the best?
12. What's something that most people don't know about your business?
13. Are there any little known uses for your product?
14. Can you share a preview of any of your products, courses, or services?

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15. Is there anything about your blog / business that would surprise people to learn?

16. Are you trying something new that you can share the journey to over a few weeks?