

Email Marketing That Doesn't Suck

Kronda Adair

Karvel Digital

Karveldigital.com

@karveldigital



Kronda Adair



Recovering WP Dev
Turned Digital Marketer

CEO: Karvel Digital
@karveldigital (.com)

- I help established business owners generate more revenue using online marketing.
- I help small business owners learn how to create their own websites and market online.



“ I just wanted to say you are amazing. I love reading your emails.



Donna Campanelli
CEO Guardian Solutions LLC

Inspiring

“ Your stuff is pretty brilliant. I often use what you're doing as inspiration to get off my keister and put out more content.



Mark Moran
Owner, Akamai Websites LLC



You should write a book

“ *This is fantastic stuff, thank you for sharing. You should save these and write a book (I'm sure I'm not the first one to say that).*



Veronica Bishop

Executive Functioning Success

Best Email Newsletter Ever

“ *I hardly ever read newsletters anymore, but this is the best email newsletter ever.*



Nicole Sanchez

CEO and Founder, Vaya Consulting



**Let's talk
about you.**



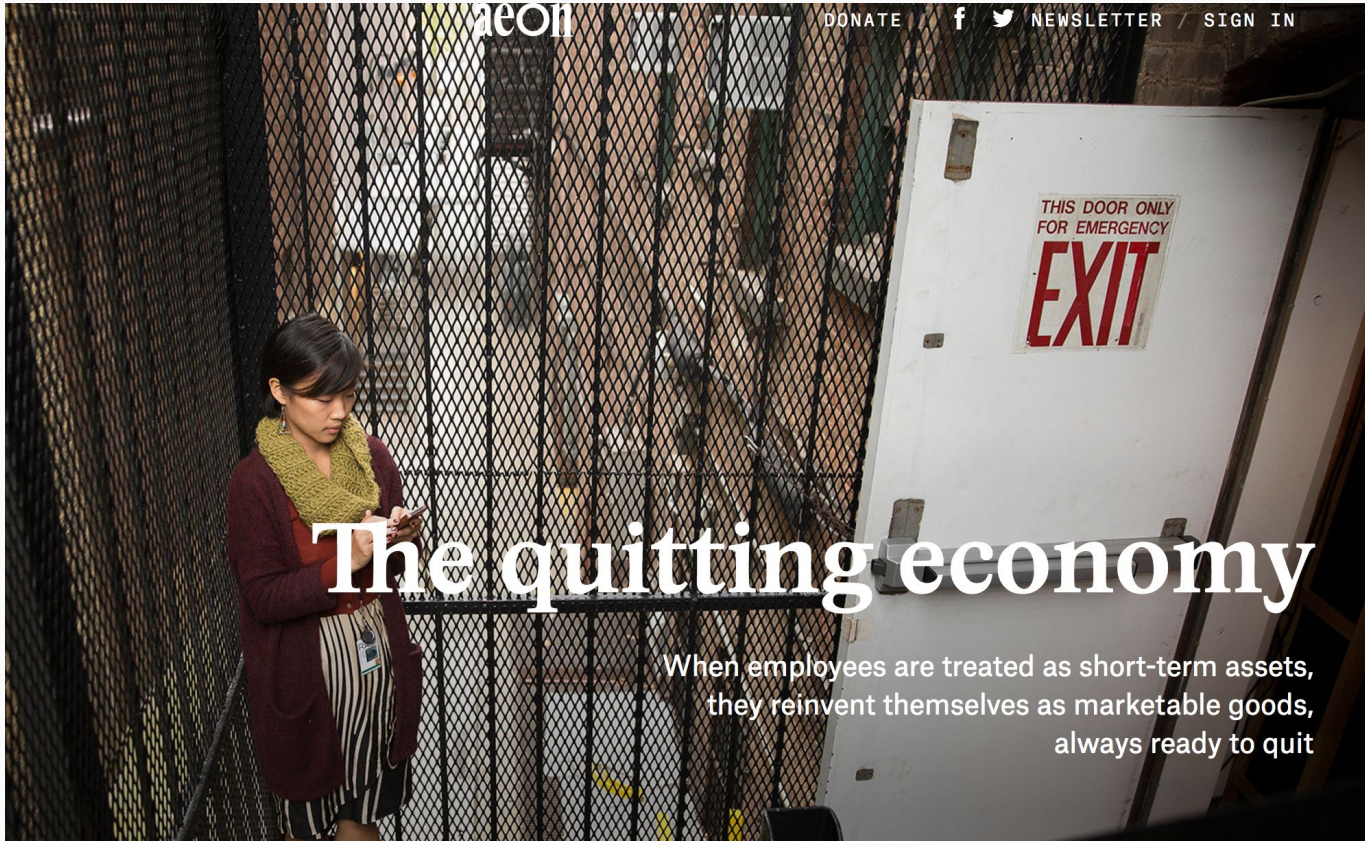
Takeaways

- **Why you should consider email marketing even if you don't have a business**
- **How to get started**
- **What to write about**



WHY?





aeon

DONATE



NEWSLETTER / SIGN IN

The quitting economy

When employees are treated as short-term assets,
they reinvent themselves as marketable goods,
always ready to quit

<https://aeon.co/essays/how-work-changed-to-make-us-all-passionate-quitters>



Start your own company: You Incorporated



$$\text{Relationships} = \text{Interactions / Time}$$



Hate networking?

You can write email at home!

<https://pjrvs.com/a/introvert/>



**Your super fans will
stick with you
through different
phases of your
career**



How



Email vs Blog



How Often?



**What should you
write about?**



Be Honest

 > [On Self Care and Why I Limit the Time I Spend With Dominant Culture Groups](#)

On Self Care and Why I Limit the Time I Spend With Dominant Culture Groups

 [kronda](#)  June 6, 2014  11  [Edit This](#)

BeachPress is an awesome idea that someone came up with last year, to get a bunch of WordPress developers together at the beach for a few days and work and socialize together.

I remember when I heard about it last year, I had the following reaction over a 5 second period:

Seconds 1–3: That sounds so cool!



Be Real

“You didn’t really call bullshit on your email subscribers did you?”

~ My business coach

(Yes I did.)



Be Vulnerable



Failure - "What if you fake it and don't make it?"

Show #522 Apr 08 2016 [Comments \(0\)](#) [plus show notes](#)

Scott talks to web developer and entrepreneur Kronda Adair about her business and her recent failure. How do projects fail and what do we do with that failure? Can failure be a motivator or does it slow us down? How can we turn lemons into lemonade as technologists?

TRY THE AMAZING NEW BETA OF THE SIGNAL.FM TRANSCRIPT PLAYER!



Examples

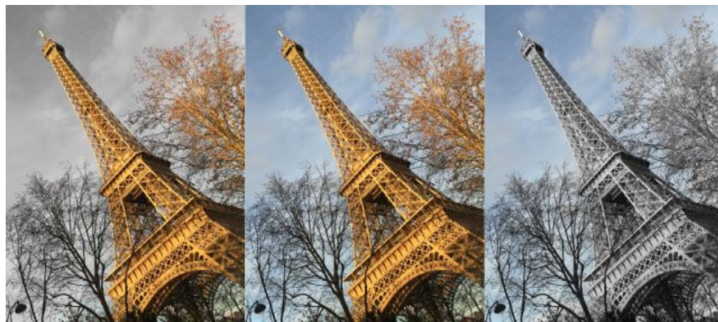


Where the Hell is Cate?

I SEND LOVE LETTERS FROM AIRPORTS



 Cate life, travel, Writing adventures, travel, wthic Leave a comment



January 3, 2016, I sent an email to 66 friends from CGD. In it, I wrote about falling in love with the Eiffel tower, spinning around in circles, and the entwined history of luggage and travel.

July 1, 2017, another email from CDG. This time to 322 people. I wrote about an early morning walk through Paris, about going between a social whirl and being alone.

In between, 70 of these. Postcards, love letters, something in between. I call it “[Where the Hell is Cate](#)”. It is an art project, an embracing of the transient, a map of the path taken, a musing on the in between. Most of them from airports, two of them

Exercises		Exercise number	Exercise title	Exercise date
S01	C001	1	"Exercises 1-3" are the only ones for which I have a solution that is not the same as the reference and would like to discuss. They are a mixture of the early reading and my own reading from the book.	Jan 01, 2017 \$7.50 each
			"Exercises 4-6" are the only ones for which I have a solution that is not the same as the reference and would like to discuss. They are a mixture of the early reading and my own reading from the book.	Jan 01, 2017 \$7.50 each
S02	C002	1	"Exercises 1-3" are the only ones for which I have a solution that is not the same as the reference and would like to discuss. They are a mixture of the early reading and my own reading from the book.	Jan 01, 2017 \$7.50 each
			"Exercises 4-6" are the only ones for which I have a solution that is not the same as the reference and would like to discuss. They are a mixture of the early reading and my own reading from the book.	Jan 01, 2017 \$7.50 each
S03	C003	1	"Exercises 1-3" are the only ones for which I have a solution that is not the same as the reference and would like to discuss. They are a mixture of the early reading and my own reading from the book.	Jan 01, 2017 \$7.50 each
			"Exercises 4-6" are the only ones for which I have a solution that is not the same as the reference and would like to discuss. They are a mixture of the early reading and my own reading from the book.	Jan 01, 2017 \$7.50 each
S04	C004	1	"Exercises 1-3" are the only ones for which I have a solution that is not the same as the reference and would like to discuss. They are a mixture of the early reading and my own reading from the book.	Jan 01, 2017 \$7.50 each
			"Exercises 4-6" are the only ones for which I have a solution that is not the same as the reference and would like to discuss. They are a mixture of the early reading and my own reading from the book.	Jan 01, 2017 \$7.50 each

SEARCH →

ABOUT



Cate has spent her career working on mobile and documenting everything she learns using Wordpress. Now she combines the two as Automattic's mobile lead. She co-curates [Technically](#)

Wherethehelliscate.com | cate.blog



The Catt Week



My name is Catt Small. I specialize in UX Design, Visual Design, and Development.

I not only design stunning, usable products but also work directly with agile development teams to bring designs to life.

cattsmall.com



?



Follow Me

Professional

Web: karveldigital.com

Twitter: [@karveldigital](https://twitter.com/karveldigital)

karveldigital.com/updates

Personal:

Web: Kronda.com

Twitter: [@kronda](https://twitter.com/kronda)

IG: [@kronda_k](https://www.instagram.com/kronda_k)

tinyletter.com/kronda

