



Arthur Tkachenko <arthur.tkachenko.netweight@gmail.com>

I ain't afraid of no ghost

1 message

Really Good Emails <hello@really.reallygoodemails.com>

Fri, Feb 3, 2023 at 1:12 PM

Reply-To: hello@reallygoodemails.com

To: arthur.tkachenko.netweight@gmail.com



Let's talk ghostwriting



Idiocracy (2006) © 20th Century Studios

Our first newsletter went out 8 years ago on February 2, 2015, with the intention of building relationships (not lists). And while we don't always get it right or make one too many Taylor Swift references, you've probably gotten used to our tone and feel.

But did you know that we often obfuscate who writes on this email on purpose? Is it [Mike](#)? Is it one of [the many Matthews](#)? Is it [Kelly](#)? Is it some trendy chat

bot that we named Gary T. Prometheus? (By the way, it isn't G.T.P. – He's never funny.)

When a company asks you to write their newsletters, nurture series, cards for mom...(whatever it may be) so they don't have to do the work themselves, keep these three ghostwriting tips in mind:

Research. Learn the brand voice, including the dos and don'ts of the writing and tone. Maybe even walk around the house speaking in that brand's voice until you become one of them.


Add references sparingly. When you get carried away with one specific reference, your audience will catch on and either get bored or annoyed. If it's within your brand guidelines to reference song lyrics, movie quotes, and fun things like that, make sure you've got a healthy Rolodex of references to cycle through.

Ask for feedback. Regardless of how long you've been at a company, always ask questions. Get your team's thoughts on your writing and tone. Having a second (or third) pair of eyes review your content can help you grow in your writing while learning to receive and apply feedback.

It's always been a team effort with writing, editing, building, and scheduling this thing. Can you guess who wrote it today?

Ghost-button

- ADVERTISEMENT -



**The conference for making
the best marketing moments.**

San Francisco: April 17-19, 2023.
Early bird pricing ends Mar 20.

**Activate
Summit
North
America →**

Articles we thought you'd enjoy because you probably like to learn and stuff



2023 Email design trends

ICYMI: As technology evolves, so does the world of email design. With millions of emails being sent daily, it's important to keep up with the latest trends to make your messages stand out. In this article, we'll be exploring the top email design trends for 2023 that you can use to create visually appealing and effective communications.



Deliverability in 2023: Looking back, looking forward

"Past performance is not indicative of future results" may be true when it comes to investing, but when it comes to the current and future states of deliverability and email marketing, looking back over the past year to look for what new and significant things have bubbled to the surface can be a solid indicator of what challenges other clients will face in this new year.



February 2023 marketing + design events

February is the month of love—and if you're like our team, you probably love discovering new ways to develop creative, grow your skills and elevate your professional game. Check out the list of digital marketing, graphic design and other creative events happening in February.



10 Blog metrics you should be using to track success

Your company blog is one of your most valuable marketing assets. Since it's owned media, you can essentially write content on whatever topics your heart desires. This gives you a lot of liberties, unlike publishing content on outside publications, as those outlets have specific guidelines to follow and their own agendas.



Webinar: How ConsumerAffairs automates complex customer journeys

During this webinar, you'll learn all about how Ryan Glanzer, Senior Manager of Lifecycle Marketing at ConsumerAffairs, leverages Iterable to send automated, relevant, and personalized messages to users depending on where they fall in their unique journey. [Sponsored]



I signed up for 100 B2C marketing emails. Here's what I learned

Like us at RGE, Chad knows the pain all too well of signing up to hundreds of email lists. What he's learned in his recent experience is good for all to read because you don't want to do it to yourself to come to the same conclusions.

Your creative GIF of the moment



See it in the email

P.S. Happy 2/3/23. If you're into numbers, then today might be a really great day. And if you're not into numbers, well, today can still be a great day. It's Friday, and we've got a feeling that tonight's gonna be a good night (cozy socks and snacks included).

Really Good Emails

© Really Good Emails 2023



[Update your email preferences](#) or not.

If you want to send us gifts, fan mail, or anything that does not include stalking or us waking up with you in our living room—you can find us at **C/O Atlas Local, 25 Draper Street, Greenville, SC 29611.**

Or, if you're just tired of hearing from us, you can [unsubscribe](#) too.

Powered by

