

LET'S WRITE SOME EMAILS!

Your mission:

10 story/topic ideas for emails to your list
(Extra credit: Make them subject lines)

Write one personal story email that ends with a takeaway.

Brainstorm 3-5 possible subject lines for it

Topics for dance studio emails (thought starters)

“About them” stories

- Fitness tips for dance
- Helpful life habits
- Dance class etiquette
- Play lists
- Shoe/clothes/water bottle recommendations (Note - could be affiliate links!)
- Playlist from x teacher
- How to get your kid off the couch
- Favorite dance movies/scenes
- Can't stop watching this routine (reel or TikTok)
- Questions: what styles do you want us to offer?
- FAQs answered
- Daily stretches to make you a better dancer
- [#] thoughts to make you a better dancer
- How to keep going when you think you suck

Your personal stories

- Embarrassing screwups
- Wanting to give up
- A time you compared yourself to someone “better”
- Learning to be patient
w yourself
- First time you tried ____
- Recent dance moment (yours)
- Observations from the studio
- Childhood lessons you were
forced to take
- Toughest thing you ever did
- Hardest part of dance for you to master
- Your favorite dance class or teacher ever
- Your least favorite dance class or teacher ever (name redacted, obvi)

Other people's stories

- Spotlight on a student
- Interview with an instructor
- Inspiring story you heard
or read

And, of course, offers/ deals/ news

- New class or instructor
- Intensives
- Bring a friend, get a free class
- Special deal on packages
- Merch
- Press (“We’re in [PUBLICATION]!”)

Subject line types

Under-the-skin subject lines

- You sure showed me, [firstname]
- OK, you were right!
- You around?
- So creeped out by this!
- Have to cancel. :(
- Sorry this happened to you!
- You're fired
- Oh no. Not again.
- Which should I choose? (Help me decide, [firstname])

How to/ What to do subj lines

- What to say when someone steals your spot in class
- How I wrote a book in 10 days flat
- How to tell if he's "The One"
- Newcomer? How to get asked to dance
- How NOT to get asked to dance
- How soon to dance after an injury
- How to practice spins at home
- How NOT to mess up your knees

How to/ What to do subj lines

- What I wish I'd known about hiring a photographer
- 1 skincare step I wish I'd taken 5 years ago
- The ONE thing you'll regret not telling your kid before prom
- 3 pairs of shoes you need if you want a perfect vacation
- Why you urgently need leg warmers
- A moment of silence for your sweat stains
- One audition mistake to avoid if you ever want to book a gig

Story subj lines

- The teacher who almost made me quit
- ...And then I split my pants.
- That time I won a Tony
- What happened when I checked his texts
- What happened when I got food poisoning on my wedding day
- Missed my flight.
- They told me, "Don't look Madonna in the eye."

Provocative/contrarian subj lines

- Why you think you can't
- Heard you're being hard on yourself.
- Don't try this at home (seriously)
- OK, some people ARE perfect.
- Turns out money *can* buy you love.
- Actually, you *can* dance and be uptight
- RIP this TikTok dance.