# *Teri Hutcheon Email Marketing Course: LESSON 10*

**Writing Broadcasts and tagging within them**

Write your first broadcast and underline what you’ll tag. Use the template from Workbook #7 and tags from Workbook #10.

(Topic Ideas: Upcoming sale, New Product, FAQ, Weekly Newsletter)

Broadcast Tips:

* Use A/B subject lines and put the winner into your sequence
* Keep images to a minimum
* Not only do they eliminate distracting visuals but they also feel more like an email from a friend than a visual-heavy promotional email.

**YOUR FIRST BROADCAST**

Subject Line A:

Subject Line B:

*Intro*

*Educate and/or Sell*

*Sign off*