**Relatable Topics And Ideas To Help You Build Know, Like, And Trust With Your Subscribers**

As email marketers, we’re always trying to get our subscribers to know, like, and trust us. We need to be doing this in almost every email, but it’s super important to do it in emails to cold leads. Like onboarding or welcome sequences.

Instead of trying to force people to read your *“About Me Page”* so that they fall in love with you, you can infuse yourself bit by bit in every email. You can do this by being conversational and including little relatable things about you. We all have the **BIG** things in common, and you should mention those things to relate with as many of your readers as possible. This will really help you with getting your subscribers to know like and trust you. Here are some **BIG** things we all have in common. *Just remember…* Do it bit by bit in each email. There’s no reason to try to put paragraphs about yourself in emails. People don’t have time for that. Especially when they have just begun getting emails from you.

And one last thing here… Not everything you put in an email has to be directly related to your niche. It’s great if you CAN related it to your niche, but it doesn’t always have to be. The object of inserting “relatable blurbs” is to get your subscriber to know you and for you to relate with as many of your subscribers as possible.

Let’s get to it…

**1. Children –** Most of us have children so mentioning them, something they’ve done or that you’re going to be doing with them. Funny things that come up in day-to-day life, etc.

**Example:** When my child was in school I would write emails sometimes that started out with… “I’m about to head out the door to pick my son up from school. I hate the care line, so I have to leave in about 30 seconds, but I wanted to tell you about…”

**2. Family** – same as above.

**3. Hobbies/Interests** – If you have a popular hobby or interest, you could talk about it a little bit in your emails.

**4. Travel** – Are you going to travel somewhere? Have you already traveled somewhere? Talk about this in your emails. Talk about one thing you did or will do or something bad/scary that happened, or something fun.

**5. Life Stuff** – This could be the stories you have from your childhood, raising kids, lessons you’ve learned, things you’ve done, things you want to do. This is a BIG topic so you can talk about all kinds of things.

**6. Sports** – There are so many sports out there and most people are really into sports, so this is a great topic to mention in your emails. If you’re a fan of a certain team during their season definitely talk about them.

**7. Your Passion Points** – *What do you stand for? What can you speak out against?* Now you want to be careful with this because not everyone will agree with you. However, if you have a passion for something or you want to speak out against something doing this in a few sentences in your emails (*sparingly*) can really develop the like, know, and trust with your people. Just be careful because you don’t want to go too far.

**8. Problems You Have, Failu**res – We all have problems, and we all have failures. Talk about ones related to your niche and how you got through them or if you’re currently dealing with a situation talk about how you’re dealing with it.

**9. Food** – Now this is one thing we all do. Eat! Talk about your favorite foods, restaurants you go to, bad meals or bad restaurants experiences.

**10. Your Pets** – Most people love animals so if you can talk about your pets/animals (*and even sharing cute pictures gets people’s attention*) then this is a great relatable topic.

**11. Job Talk** – Yet another thing that many of your subscribers will have. A job! You can talk about things that happen at your job, a boss or co-worker you don’t like, etc.

**12. Pet peeves** – Do you have a common pet peeve like you hate when people chew gum loudly? Then talk about it with your subscribers.

**13. Motivational Stuff** – If you’re in a niche where people sometimes lack motivation, then I highly recommend talking about motivation stuff as much as you can! It will really help people and get them opening up your emails!

Now I’m sure there are many many many more topics, and you can feel free to jot down any ideas you have below, but this is a great resource to get you started. Pull this out each time you go to write an email and you’ll be amazed at the ideas this resource will pull out of you.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_