



E M A I L C O P Y W R I T I N G S E R V I C E S

Welcome.

Clarity. Connection. Conversion.

In today's crowded inbox, email copywriting is the key to cutting through the noise. Whether for newsletters, automated sequences, or promotional campaigns, the right words build relationships and drive action in a way that feels personal and direct.

Our team specializes in crafting email copy that combines human psychology with your unique brand voice to build genuine connections and guide subscribers toward a specific goal.

This overview explains our philosophy, process, and commitment to writing emails that people actually want to open.

What Makes Effective Email Copywriting?

Successful email copy is personal, valuable, and perfectly aligned with your customer's needs and your brand's voice. It does more than just sell; it nurtures relationships, solves problems, and makes readers feel understood.

Quality email copy:

- Speaks directly to the reader in a voice that feels authentic and familiar
- Guides the reader clearly toward a single, desired action
- Builds trust and anticipation for what you will send next
- Stands out in a busy inbox with a message that provides real value

We aim to write emails that meet these standards, ensuring your messages not only get opened but also build long term customer loyalty.

Discover a writing process where every word has a purpose and every email is an opportunity to strengthen your relationship with your audience.

Approach.

Email Copywriting That Truly Connects

Writing an email is more than just sharing an update. It's about starting a conversation that builds trust and guides your subscribers to take the next step. Here's how we approach each project to deliver copy that does more than just fill an inbox.

A thoughtful email writing process:

- **Voice:** We work closely with you to listen and adapt, ensuring every email perfectly captures your brand's unique personality.
- **Purpose:** Every word is chosen with a clear goal in mind, designed to move your reader toward a specific, meaningful action.
- **Connection:** We focus on writing in a human way that speaks directly to your subscribers' needs and makes them feel understood.
- **Clarity:** We keep you informed throughout the process and deliver copy that is simple, direct, and easy for your audience to act on.

Let's explore how these values can transform your relationship with your subscribers.

Step 1 **Discovery.**

Understanding Your Email Copywriting Needs

Purpose

Every email should build a genuine connection with your subscribers and guide them toward a specific action. We begin by deeply understanding your business goals, your audience, and the tone of voice that will resonate most with them.

Approach

Our process starts with a deep dive conversation through calls or a detailed questionnaire. We cover important topics like:

- What is the primary goal for these emails?
- Who are your subscribers, and what language do they connect with?
- What feeling or action should each email inspire?
- Are there any specific examples of emails or tones of voice you admire?

What We Collect

During these conversations, we gather:

- Insights into your market and what your competitors are doing
- Information about your products, services, and brand story
- Details on your brand's unique voice and tone
- Examples of emails you love, or dislike, and what stands out about them

Your Role

Your open feedback is essential. We encourage you to share your insights, preferences, and knowledge of your audience honestly to help us craft a voice that feels perfectly aligned with your brand.

Result

A comprehensive copy brief outlining all key insights. This guide ensures we write emails that speak directly to your audience in a voice that is authentically yours.

Step 2 Research.

Exploring the Landscape of Great Email Copy

Purpose

To write emails that truly connect with your audience, we immerse ourselves in the world their inbox lives in. Understanding your industry and subscribers allows us to craft copy that stands out, feels personal, and gets results.

What We Do

- **Industry Research:** We study the messaging styles, tones of voice, and email strategies that resonate within your sector. For example, a wellness brand might use an inspiring, gentle tone, while a tech company often needs clear, benefit driven language.
- **Competitive Analysis:** We review emails from your competitors to see what they are doing well and discover opportunities to create a unique voice that sets your brand apart.
- **Audience Insights:** We dig into what makes your subscribers tick, examining what motivates them, what language they use, and what problems they need you to solve.
- **Brand Voice Review:** We assess your existing content to understand your brand's personality, ensuring every email we write sounds authentically like you.

Deliverable

We compile our findings into a clear report including voice guidelines, audience insights, and initial messaging concepts.

Your Role

Review our research and share what feels right for your brand. Your feedback helps us fine tune the creative direction and ensures the final copy truly reflects your vision.

Step 3 Strategy.

Defining Your Email Voice & Strategy

Purpose

Powerful emails are built on a clear voice and strategy. After gathering all key insights, we focus on defining a distinct personality for your emails that connects with your audience and achieves your goals.

Activities

- **Clarifying Your Voice:** We identify the core personality traits that define your brand and the primary goals your emails should achieve. This clarity shapes every word we write.
- **Developing Tone Samples:** Our team writes short copy samples that demonstrate different tones, from witty and playful to informative and direct, to capture the desired feeling.
- **Exploring Messaging Angles:** We present different approaches to subject lines, calls to action, and storytelling to find what best reflects your brand and motivates your subscribers

Our Approach

We prioritize authenticity and connection over short term trends. Every decision is made to support your brand's identity and build trust with your subscribers.

Your Role

You review the tone samples and messaging angles, sharing what feels most like your brand. This teamwork ensures the final voice and strategy are a perfect fit for your vision.

Step 4 Concept.

Bringing Your Email Voice to Life

Purpose

This is where our strategy transforms into tangible copy that represents your brand's personality and speaks directly to your subscribers.

Our Writers in Action

- **Creative Exploration:** Our copywriters collaborate to experiment with different approaches, from catchy, direct subject lines to warm, story driven email bodies.
- **Early Drafts:** We develop multiple first drafts of key emails, focusing on capturing the core message and tone rather than perfecting every word.
- **Refining Choices:** We assess these initial drafts based on how well they connect with your audience, reflect your brand voice, and drive the desired action. Only the strongest drafts move forward.

Key Considerations

- Is the message clear and easy to understand?
- Does the copy flow naturally from the subject line to the call to action?
- Can this messaging style be consistently applied to future emails?
- Does it sound authentic and build a genuine connection?

Your Role

While we may not share every rough idea, we present the strongest drafts for your review so you can confirm the direction feels exciting and true to your vision.

Step 5 **Rendering.**

From Draft to Final Copy

Purpose

At this stage, the strongest concepts are developed into polished, ready to use emails using proven copywriting techniques designed to get results.

Our Writing Craft

We use clear frameworks and a deep understanding of persuasion to bring our initial drafts to life with powerful and precise language ready for final delivery.

What Happens Here

- Multiple versions are polished as we experiment with sentence structure, word choice, and calls to action to find the perfect balance between personality and clarity.
- Precision is essential. Every word and comma is carefully reviewed to deliver a smooth and engaging reading experience.
- We review the final copy on different devices and screen sizes to ensure consistent formatting and impact everywhere.

Readability and Connection

Creating an effortless reading experience is important. We consider line length, paragraph breaks, and overall scannability to make the copy accessible and pleasant for all subscribers.

Your Role

You receive the final, polished email drafts for your approval. Your feedback here is the last step in confirming the copy is a perfect fit before you share it with your audience.

Step 6 **Presentation.**

Your Email Copy, Ready to Connect

The Presentation

In a dedicated review, we present the final email copy crafted for your project. For each email, we share:

- An explanation of how the copy captures your brand's unique voice and connects with your audience.
- A preview showing how the email looks and reads across different devices and screen sizes.
- Insights into the strategy, the flow, and how the messaging stands out in a crowded inbox.

Our Commitment

Every email is carefully written specifically for your brand with close attention to detail. We use no templates or shortcuts.

Your Role

- Take your time to read each email carefully, paying attention to both the message and the overall feel.
- Ask questions about word choice, the call to action, or how the copy performs across platforms.
- Provide honest feedback, including what excites you, what could be refined, and any fresh ideas you want to explore.

What Happens Next

We incorporate your feedback to polish the copy, combine preferred elements, or revisit concepts until we deliver the perfect emails for your brand.

Step 7 Revisions.

Polishing Your Emails to Perfection

Purpose

Powerful email copy comes to life through careful and ongoing refinement. We focus on polishing every word and sentence until the message feels clear, compelling, and effective.

The Refinement Process

- Making both subtle tweaks and significant improvements to your chosen copy
- Adjusting the tone, word choice, and calls to action based on what resonates best
- Sharing updated drafts for your feedback, steadily improving the copy with your input

Thorough Testing on All Platforms

Before final delivery, we rigorously test the copy across:

- Major email clients like Gmail, Outlook, and Apple Mail
- Smartphones and tablets
- Different screen sizes and preview panes

Ensuring Flexibility

We verify the copy performs well in:

- Both HTML and plain text versions
- Dark mode and light mode settings
- Formats that enhance scannability and reader comfort

Your Role

Provide clear feedback and ask for changes until the final copy perfectly reflects your vision and connects with your audience.

Step 8 Delivery.

Your Email Copy, Ready to Launch

What You Receive

A complete email copy package including:

- **Final Copy Documents:** (Google Docs, Word) fully editable and easy to adapt for any campaign.
- **Ready to Use Versions:** (Plain text and formatted snippets) prepared for easy pasting into your email platform.
- **Brand Voice Guide:** Clear directions on tone, word choice, and calls to action to ensure consistent messaging in the future.

Extra Support

- Advice on integrating your new emails effectively into your marketing strategy.
- Ongoing assistance from our team for small tweaks, future campaign ideas, or preparing copy for your designers.

Maximizing Your Return

We recommend tracking the performance of each email and are happy to provide guidance on how to interpret the results to improve future campaigns.

Beyond the Brand.

Building Your Brand Through Strategic Email Copy

A carefully crafted email strategy strengthens your brand's connection with your audience. Upon request, we can provide:

- Complete Email Funnels such as welcome series, re-engagement campaigns, and promotional sequences.
- Supporting Web Copy including landing pages and calls to action that align perfectly with your email campaigns.
- A personalized library of copy assets featuring proven subject lines, powerful headlines, and reusable templates.
- Detailed brand voice and messaging guidelines covering tone, style, and usage tips for different platforms.

Our aim is to help you create a consistent, engaging, and memorable brand experience in every inbox.

Case Studies.

Shopify Websites in Action

Case Study: Detroit E-commerce Brand

Challenge: The brand was struggling with a high abandoned cart rate, and their generic reminder emails were failing to bring customers back to complete their purchases.

Approach: We crafted a high-converting abandoned cart sequence that used persuasive, brand-aligned copy to address common objections, create a sense of urgency, and highlight product benefits.

Result: A significant increase in recovered revenue and a measurable drop in the overall cart abandonment rate, turning lost opportunities into loyal customers.

Case Study: Detroit Real Estate Agency

Challenge: The agency had a large database of past clients but no consistent way to stay in touch, causing them to lose out on valuable repeat business and referrals.

Approach: We designed a monthly "relationship-building" newsletter filled with genuinely useful content, such as local market insights, home maintenance tips, and community news. The copy was warm and personal, positioning the agents as local experts rather than just salespeople.

Result: The agency directly attributed multiple high-value listings and dozens of referrals to the newsletter within the first year, creating a predictable stream of new business from their existing network.

Case Study: Detroit Event Organizer

Challenge: Ticket sales for their annual virtual summit were lagging. They needed to create massive buzz and drive registrations in a crowded market, convincing busy professionals that this event was a can't-miss opportunity.

Approach: We wrote a high-energy promotional sequence that built excitement over several weeks. The copy focused on the transformation attendees would experience, highlighted "headline" speakers, used social proof by announcing registration milestones, and created genuine urgency around early-bird deadlines.

Result: The campaign sold out all early-bird tickets ahead of schedule and surpassed the final attendance goal by 30%, which in turn helped secure higher-tier event sponsors.

Insights.

Why Choose Professional Email Copywriting?

The Impact of Strategic Copy

Email is more than just sending text. It shapes how subscribers feel about your brand with every message they open. Well written copy sparks curiosity, guides readers to action, and builds real trust that strengthens your voice.

Expert Email Copywriting:

- Creates genuine conversations that encourage subscribers to reply and click
- Increases clarity by leading readers to the next step without confusion
- Builds brand loyalty with a consistent voice that turns readers into dedicated customers

Common Email Copywriting Pitfalls to Avoid

We often see these mistakes in generic or rushed email campaigns:

- **Pushy Sales Language:** Writing that feels like a constant sales pitch alienates your audience
- **Generic and Impersonal Tone:** Messages that fail to connect with the reader's specific needs
- **Inconsistent Tone of Voice:** Mixed messaging that confuses your brand's identity
- **Spam Trigger Words:** Using phrases that send your emails straight to the junk folder

Choosing an experienced copywriter helps you sidestep these errors and delivers powerful copy that achieves your business goals.

FAQ's.

Frequently Asked Questions

How long does an email copywriting project usually take?

Most projects are completed within 1 to 3 weeks. The exact timeline depends on the number of emails needed and how quickly we receive your feedback. We work with you to set clear deadlines and keep everything on track.

What is your process for writing the emails?

We start with a strategy call to understand your brand voice and goals. For each email, we typically provide several subject line options to choose from, followed by one clear and powerful draft built on our agreed strategy.

How many rounds of revisions are included?

We include two full rounds of revisions in the project scope. We encourage open feedback and use these revisions to make sure you are completely confident in the final copy.

How will I receive the final email copy?

You will receive the final text in a clean Google Doc or Word file. The copy will be formatted for easy copy and paste directly into your email platform.

Is the copy written specifically for my brand?

Absolutely. All copy is created from scratch to match your unique brand voice, connect with your specific audience, and achieve your goals. We never use templates or pre-written content.

Do you offer support beyond just writing the emails?

Yes. We can also help with developing your overall email strategy, suggesting A/B tests to improve performance, and advising on audience segmentation for better results.

Will I own the full rights to the final copy?

Yes. Once the project is complete and the final payment is made, you have full ownership and rights to all the copy we created for you.

Tips.

Tips for Getting the Most Out of Your Email Copywriting

- **Be Clear:** Communicate your goals, target audience, and key message from the start so we can write copy that truly connects with your readers.
- **Plan for the Inbox:** Consider how your subject lines and preview text will appear across different email clients and devices to ensure they are engaging everywhere.
- **Respond Quickly:** Providing timely and specific feedback on drafts helps keep the project moving forward and avoids any unnecessary delays.
- **Stay Open to Ideas:** Sometimes a bold subject line or a different call to action can deliver the best results. Trust the creative process.
- **Follow Brand Consistency:** Using a uniform brand voice, tone, and style in every email reinforces a strong and trustworthy connection with your audience.
- **Test Your Messages:** Make sure you A/B test different elements like headlines or offers to discover what resonates most with your subscribers as your campaigns evolve.

Our Story.

We are Round Table

We are Round Table Agency, a creative studio rooted in Detroit, Michigan. We craft brand identities — from naming and visual language to tone of voice and storytelling. We lead creative direction, design digital experiences, and build campaigns that connect. Along the way, we collaborate with strategists, developers, photographers, and musicians to help shape companies, products, and ideas into something meaningful.

What We Do

Brand strategy, Positioning, Naming, Identity design, Copywriting, Verbal identity, Logos & Marks, Guidelines, Editorial design, Art direction, Digital design, Motion, Social content, and Campaigns.

Why We Do It

We believe in design that speaks clearly. Work that is thoughtful, inclusive, and distinct. Work that simplifies the complex and brings clarity to the clutter. We aim to solve real problems — to make brands more useful, more beautiful, and more engaging.

How We Work

There's no fixed framework here. No rigid models or fancy acronyms. Our process shifts with each project, because no two problems are the same. But one thing stays constant: our curiosity. We believe in digging deep — talking, listening, challenging assumptions. We pull ideas apart to understand them, then build something better together. Our method is simple: conversation, exploration, collaboration.

Welcome to the table.

Testimonials.

"Explaining our service was always our biggest challenge. They delivered copy that was not only beautifully written but also incredibly clear. Our audience finally gets it, and that has been a game changer for us."

– Esther J., Detroit

"They transformed our generic marketing updates into emails our readers actually look forward to. The warmth and personality they infused into the copy made all the difference."

– Nicole C., Detroit

"The process felt like a true partnership. They listened carefully to our goals and crafted messages that were not only strategic but also deeply human."

– James P., Detroit

"They have a true gift for finding the words we were struggling with. Our emails finally sound like us, building trust and genuinely starting conversations."

– Kevin C., Detroit

Thank you!

Your Next Step. Connect With Your Audience Through Words That Work

Ready to send emails that feel personal, compelling, and genuinely connect with your audience?

Here's what to expect:

1. **Book a Call:** Schedule a free discovery session to talk about your email goals and what you want to achieve.
2. **Define Your Voice:** We'll explore your brand's unique personality and message to make sure the copy sounds just right.
3. **Start Connecting:** Receive email copy that not only captures your voice but also inspires your readers to take action.