Value-First Email

One-to-one email in HubSpot

How the Value-First Team sets up its own HubSpot portal, for HubSpot users.

Each Email record is one message, sent or received, almost always between us and a Friend (a HubSpot contact).

We use it as HubSpot ships it, with nothing added. Nearly every one sits on a Friend's record, so anyone serving them can read what was said.

Why not judge by opens?

> "… 'Yeah, of course they're not opening up these emails.' … they're busy trying to do business …"



Chris Carolan, Another Orange Morning, 12 June 2026

Try it in your portal

Log every email you send. Settings › Data Management › Objects › Activities › Email Log & Track tab: copy the BCC Address into your BCC line, so each message lands on the person's record. All plans; personal email access required.

Read the conversation. Before judging someone by opens and clicks, read what was said. Record › Activities tab › Emails tab › Filters, email direction. All plans; newer free accounts show 30 days.

Attach an email to the work. Show an email on the project, ticket or other record it is about. Activities tab › open the email › associations, then check the box for the record. All plans; link limits vary.

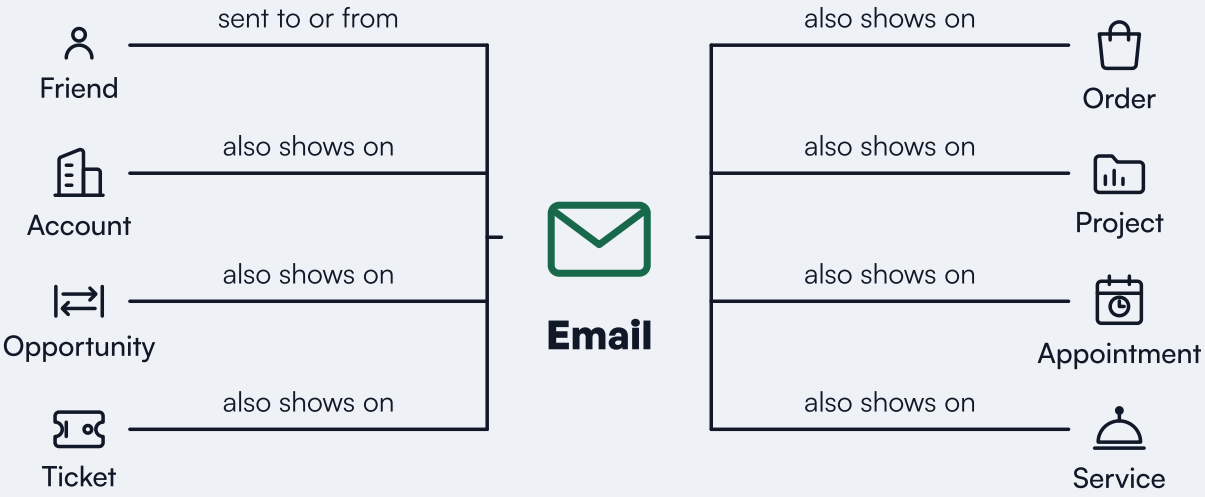
Whose value does it serve?

Value for the Customer

That means the people and organizations we work with. Anyone who serves a relationship can read what was already said, on the record they already work in.



What links to an Email?



Every link drawn here is HubSpot's own, with no label of ours. None of our own objects has an email on it.

Also connected, for example: courses.

How does an Email change?

An email does not move through stages. It was sent or it was received, and that never changes. Nothing on the record says what the message led to; what happened in the relationship is held elsewhere, never as a stage of the email.

What is an Email not?

Not a marketing email. That is one message to many people, a different object in HubSpot. This is one message, one to one.

Not proof that value landed. Value counts when the one who received it confirms it. A sent message is never that alone.

Not a measure of the person. Opens and clicks describe the message. Read them as context, never as a score.