

3d Email List Building Workshop

**How to Build and Nurture Your Own
Highly Responsive, GDPR Compliant
Email Marketing List from Scratch**



3d Consulting Services

Magnify Your Mission : Multiply Your Reach

Disclaimer

These course notes have been written for information purposes only. Every effort has been made to ensure that they are as complete and accurate as possible. However, there may be mistakes in typography or content. Also, these course notes provide information only up to the publishing date. Therefore, these course notes should be used as a guide - not as the ultimate source.

The purpose of this course is to educate. The author and the publisher do not warrant that the information contained in these course notes are fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this book.

Copyright ©2018 Tim Dodd Consulting Services Ltd
All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior permission of the author.

First published in Great Britain in 2018

Tim Dodd - 3d Consulting Services

www.3dConsultingServices.com

help@3dconsultingservices.com

Created by 3d Consulting Services

3d Business Growth Workshop

**How to Build and Nurture Your Own
Highly Responsive, GDPR Compliant
Email Marketing List from Scratch**

Training Notes



3d Consulting Services
Magnify Your Mission : Multiply Your Reach

Contents

Introduction	1
Module 1: Start with the Essentials for a Valuable Email List	3
What is an Email List?	3
Why Email Marketing?	3
What Do You Use an Email List For?	5
What Are You Waiting For?	5
How to Start and Grow Your List.....	7
Review Where You Are with Your Business Now	7
Set Realistic Goals for Building Your Email List.....	8
Conclusion	10
Module 2: Define Your Target Audience	13
Why Do I Need an Ideal Customer Avatar?	13
Step 1: Draft Your Ideal Customer Avatar	14
Step 2: Take Your Ideal Customer Avatar a Step Further with Demographics	15
Step 3: Use Psychographics to Understand Your Customer's 'Why?'	16
Step 4: Name Your Ideal Customer Avatar	18
Conclusion	18
Module 3: Plot Your Customer's Journey	23
Create a Start-to-Finish Plan	23
What is a Sales Funnel?	24
The 4 Stages of the Sales Funnel.....	24
Create a Reason for Subscribers to Act	26
Conclusion	28
Module 4: Create an Enticing Lead Magnet	30
Why Do I Need a Lead Magnet?.....	30
Best Practice for Designing Your Lead Magnet.....	31
Choose the Content and Format of Your Lead Magnet	33
Create Your Lead Magnet Step-By-Step.....	34
Conclusion	36
Module 5: Set Up Your Automated List Building System	38
Step 1: Select an Email Marketing Platform	39
Streamline Your Process with Autoresponders	39
Decide Which Email Marketing Platform Is Best for You	40
Step 2: Create a List in the System	41
Step 3: Create an Opt-In Form for Your List	42
Step 4: Place the Opt-in	46
Step 5: Create Thank You and Download Pages	49
Conclusion	49

Module 6: Write and Schedule Your First Relationship-Building Email Sequence.....	52
Why You Need Automation	52
Start With a ‘Welcome’ Email Sequence	53
Test Your Email Sequence	55
Conclusion	56
Module 7: Start Growing Your List of Subscribers	59
Getting Started: Finding People to Subscribe	59
Strategy #1: Adding Current Contacts and Customers to Your List.....	60
Strategy #2: Get Website Viewers Added to Your Email List	61
Strategy #3: Get Social Media Followers to Join Your Email List.....	61
Strategy #4: Get People You’ve Met Offline onto Your List.....	62
Strategy #5: Use Content Marketing to Drive Traffic to Your Opt-In Page or Form.....	63
Conclusion	65
Module 8: Measure Your List Building Progress	70
Step 1: Take Stock.....	70
Step 2: Know Your Metrics and Get to Know Your Customers	71
Conclusion	72
Module 9: Plan Future Content and Offers	75
Step 1: Review the Course	75
Step 2: Set New Goals for Your Email List Building	75
Step 3: Revisit Your Customer Journey	75
Step 4: Determine Your First Paid Offer	76
Step 5: Plan Future Content	76
Conclusion	77

Appendices

Appendix 1: Power Words That Create Open-Worthy Email Subject Lines.....	83
Appendix 2: 8 Leading Autoresponder Service Providers	88
Appendix 3: Top 10 Autoresponder Best Practices	89
Appendix 4: 10 Autoresponder Mistakes To Avoid.....	90
Appendix 5: 7 Rules For Highly Engaging & Effective eMail Marketing.....	91
Appendix 6: Email List from Scratch	92
Appendix 7: Email Series Planner	93
Notes	102

Introduction

If you want to build a profitable business, it isn't enough to just have a great product or service. In fact, you can be the best in the world at what you do, but if no one knows about you, then they aren't going to buy from you. If you're just starting your business, then chances are you won't have a ready-made network of potential customers eager to see what you have to offer.

That's the frustration for many people wanting to build their business. They have a product or service they want to share with others and a talent they want to get out into the world. But, they don't know where to find the people who need them.

One of the most valuable marketing assets almost every profitable business possesses is a targeted email list. This is one of your best resources for nurturing the all-important relationships with potential and current customers and clients. Before you spend excessive amounts of time on trendy marketing tactics, focus on growing your email subscriber list as a priority. Whether you're launching a new business or looking to grow your current one, a high-quality, relevant email list will help you achieve your goals.

In this course, you'll learn exactly what you need to do to build a targeted email list from scratch. You'll put automated systems in place to attract potential clients on a consistent basis. You'll discover the best ways to find your ideal subscribers, as well as how to entice them to provide their email details. And by the time you've finished the course, you'll have a detailed plan to use your growing email list to get your business on track and achieve the results you want.

Learning Objectives:

By the time you complete this course, you'll be able to:

- Recognize the key actions you need to take to build your email list, so you can leverage one of the most powerful assets of any business

[How to Build & Nurture Your Own Email Marketing List from Scratch](#)

- Set realistic goals for your list-building activities, so you can make steady progress towards your objective of having a targeted list
- Describe the ideal customer you want on your email list, so that you'll be able to create the most relevant and valuable content to engage subscribers
- Describe the journey you want your clients and customers to take once they have signed up with you, so that you have clear objectives about how you will nurture your relationship with subscribers ... and generate more business down the line
- Motivate your ideal customer to sign up for your list by offering a valuable gift that solves one of their challenges... and showcases your talent at the same time.
- Set up the critical systems you need for building your list, so that your list building can run on autopilot while you focus on other areas of your business
- Write your first follow-up email sequence to keep your subscribers engaged and nurture your relationship with them, so that you build a community of people who will be interested in receiving offers of help from you
- Implement a variety of methods for attracting people to your email opt-in to add them to your list, so that you keep building your list consistently every month
- Monitor the rising numbers on your list, so you can measure how effective your strategies are and where you need to adjust to attract more subscribers
- Analyze the metrics provided by your email marketing platform, so you can see what's working and make changes to improve your list building
- Make a plan to include additional ways to continue driving traffic to your opt-in page, so that your list keeps expanding and your business revenue grows as a result
- Identify valuable follow-up content you can offer to keep potential customers engaged and start the important process of nurturing relationships with future customers, so that they gradually grow to know, like, and trust you

This course is broken down into nine modules to take you step-by-step through building and leveraging your email list. There are also action steps at the end of each module, along with an Action Guide with instructions for those action steps to help you implement what you learn.

Module 1: Start with the Essentials for a Valuable Email List

Your email list is the most important asset in your business and is critical to building and nurturing relationships with your audience. It is your way of keeping in touch with your prospects, customers, clients, and other people you serve.

Your followers are interested in your work and want to know more about what you have to offer. With an email list, you can communicate with your prospects and customers directly, sending them the information they want. The valuable content you send to your subscribers then establishes the know/like/trust factor that is so crucial to growing a loyal following of people who buy what you recommend.

Since email marketing costs are low or even free, you don't need to make a huge investment to get started. Some people begin with friends and family on a list but you can do much better than that. In this module you'll learn the key steps you must take to build your list from scratch, and you'll set realistic goals for your list building, so you make sure and steady progress.

What is an Email List?

Think of an email list as your virtual contact list. It's a collection of names and information about people who have subscribed to your list. It is especially important because you have ready access to the information about each subscriber. However, it's important to use the information only for the purposes you state when asking for that information. This is to protect people's privacy. Never pass on the data you collect about your subscribers to others. You should feel privileged that people have chosen to share their contact information with you so make sure you look after it.

Why Email Marketing?

Email marketing is still one of the best ways to market and grow your business. Your audience is the people who are interested in what you have to say and how you can

help them. Email marketing is your way to communicate with them.

Here are a few key reasons to use email marketing in your business:



You gain the opportunity to become a thought leader. Your audience has shown interest in your business, which is why they subscribed to your email list. This means they're more likely to open and read your emails, and look to you as a thought leader in your area of expertise.

Email marketing can be more effective than marketing via social media. Let's say you have a Facebook business page where you have a lot of followers. While that's great for your business, you don't actually own the information about your followers, Facebook does. For that reason alone, an email list is crucial to your business because it's something that belongs exclusively to you.

Communication helps to build your brand. Your customers are easily overwhelmed with the amount of information and advertising in their social media feed. By marketing via social media, you're fighting with the millions of businesses using social media daily. With an email list, there's no fighting for your audience to see your content. You can use an email list to communicate directly with your

subscribers.

You can take it with you. If your whole business disappears tomorrow, your list is there to stay. If you change direction with your business or start a new business, you can use that same email list. Remember, it's your privileged client list.

It doesn't matter what type of business you have, you will benefit from an email list. It's a crucial part in marketing your services and products.

What Do You Use an Email List For?

There are limitless ways to use an email list. Here are some key uses for your list:

What Do You Use an Email List For?

- Nurture relationships
- Get to know your audience
- Collect feedback
- Share status updates
- Advertise new products or services
- Stay in touch with your clients
- Provide education
- Promote content from your blog or website

- Nurture relationships
- Get to know your audience
- Collect feedback
- Share status updates
- Advertise new products or services
- Stay in touch with your clients
- Provide education
- Promote content from your blog or website

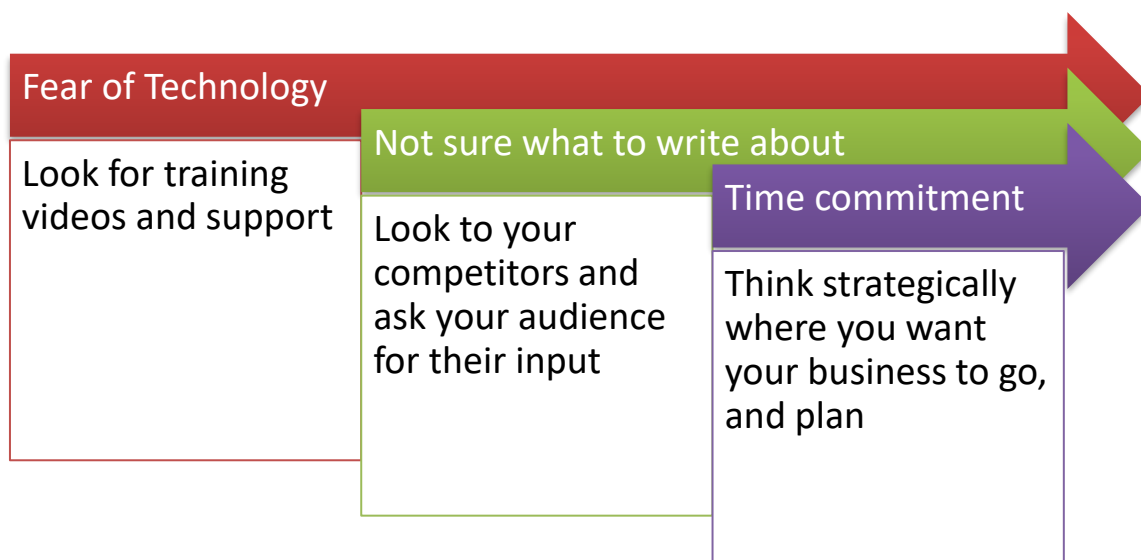
What Are You Waiting For?

There are a variety of reasons people wait to build an email list. It's important to

[How to Build & Nurture Your Own Email Marketing List from Scratch](#)

understand that there are some mindset hurdles you have to overcome to commit to email marketing.

Here are a few:



Fear of technology. Perhaps the biggest reason is fear of the technology. But don't worry; most email service providers offer training videos and support desks to help you, along with templates that make creating beautiful emails easy. You can also find YouTube videos to take you through the set-up.

Not sure what to write about. This is an important one. You don't want to send an email just to send an email. It needs to be well thought-out, provide useful content, and include an enticing call-to-action. If you're not sure what to write about, sign up for emails from your competitors and see what they send out. Better yet, ask your audience what type of information they'd like to receive from you. It's okay to keep it simple when you're starting out. Remember to provide information your audience wants, not what you think they want. We'll be giving you some help with this later on in the course.

Time commitment. It happens to the best of us. We become too busy working 'in' our business rather than 'on' our business. You can't expect your business to grow if you aren't taking advantage of email marketing. Think strategically about where you want your business to go and plan for that. We'll talk about how you prepare the

content of your emails in a later module. That way, when work gets busy, your emails will send on auto-pilot.


How to Start and Grow Your List

When you start to grow your list, it's okay to start small. You might start with only friends and family who have expressed an interest in your business.

To start your email list, you need:

- A clear picture of your ideal subscriber
- An email marketing system to capture contact information and send emails
- An enticing lead magnet to motivate people to share their email address
- A high-converting opt-in page where people can sign up for your list
- Consistent, valuable, and relevant email content to nurture relationships with your list
- Steady traffic to your opt-in page and forms

You'll Need:

- 
- ☐ A clear picture of your ideal subscriber
 - ☐ A system to capture contact info and send emails
 - ☐ A lead magnet to entice people to share their details
 - ☐ An opt-in page where people can sign up
 - ☐ Consistent and valuable email content
 - ☐ Steady traffic to your opt-in forms

Review Where You Are with Your Business Now

Before we dive in completely, it's important to take stock of where your business currently sits in this process.

Take some time and answer these questions:

- Do you have an email list?

- How responsive is it?
- How have you collected it?
- How regularly do you interact with it?
- How will having a list of relevant and interested people change your business and your life?
 - What will you be able to do in your business when you have a targeted list that you can't do now?
 - How will you be able to help more people?
 - How will it change how you make your offers?
 - How might it help with income generation?
 - When you increase your income, how will this change your life?

Set Realistic Goals for Building Your Email List

To keep yourself accountable and to make email marketing a regular activity for your business, it's important to set some goals.

You need to be realistic in your goals, otherwise you'll get discouraged and give up before you really get started. Building a list requires focus, determination, and consistency.

What makes a list valuable? It's not the size. Big numbers aren't the goal when you're growing your email list, unless you are mass-marketing a product. What's relevant is that you have an engaged, targeted list of people who actually want to hear from you.

How much time does it take to build a list? If you're setting up an email list from scratch, don't expect it to reach 1,000 subscribers overnight. Experienced entrepreneurs who focus on the activity of list-building will allow roughly 3 months to get to that point, if they work consistently on driving traffic. Give yourself a timeframe that fits with your available time, set up the systems, and do what it takes to put list-building strategies into action.

Why do you want a list? Examples of list-building goals differ for different types of businesses. It's important to start by identifying the primary need your email list will address for your business.



First, commit to the setup of your list and the actions needed (which you'll find in this course). Then identify specific results you want for your business.

You may want to build a list of:

- Potential students for a course you want to teach
- Patients in your practice who you want to retain or educate so they stay healthy
- Customers who would benefit from your new product or service
- Potential coaching clients who need one-on-one help
- Current customers so you can keep them coming back and buying more
- Customers who have purchased your products or services in the past
- Potential leads or business partners
- People who may want to represent your brand or champion your idea
- Customers who have shopped online or in your brick and mortar store
- Highly engaged subscribers who often reach out to you for help

Conclusion

Regardless of the type of business you offer, email marketing is a great way for you to stand out to your audience. By creating an email list, you'll connect with some people you already know and add new connections that grow your email list. They'll be eager to receive your emails and will begin to see you as the expert in your field.

If you're not building an email list, you're missing out on the opportunity to communicate with a list of prospects, customers and clients who want to know about your products & services.

Don't let fear or a negative mindset ruin this opportunity to grow your business.

Brainstorming Activity:

Review where you are with your business now.

Answer these key questions:

1. Do you have an email list

Yes / No

How responsive is it?

How have you collected it?

How regularly do you interact with it?

Brainstorming Activity (cont):

2. The Significance of Your List

How will having a list of relevant and interested people change your business and your life?

What will you be able to do in your business when you have a targeted list that you can't do now?

How will you be able to help more people?

How will it change how you make your offers?

How might it help with income generation?

When you increase your income, how will this change your life?

Brainstorming Activity (cont):

3. What has been holding you back from growing a list?

Time? Fear of technology? Unsure of what to write about? Other?

--

What can you do to overcome these issues?

--

4. Identify your #1 list-building goal.

--

Set realistic objectives for your list building, based on the goal & the examples in this module.

1.
2.
3.
4.
5.
6.

Module 2: Define Your Target Audience

You might think that thanks to the Internet, you can reach any potential audience anywhere in the world. This is true in theory, but if you try to attract everyone at once, you can end up attracting no one.

One of the biggest mistakes you can make when building your list is assuming everyone is part of your target audience. As we mentioned in the last module, there's no point building a large list just for the sake of it. A smaller, focused list will serve your business far better.

In order to be effective with email marketing, you need to identify the people you can help best with your product or service. They will be the people you really want to work with.

In this module, you will drill down to define your ideal customer and you'll create your ideal customer avatar.

Why Do I Need an Ideal Customer Avatar?

Knowing exactly who your ideal client is helps you make the right decisions in your business, because all of your business decisions are made with them in mind. The more comprehensive and individualized your ideal customer avatar is, the better you will be able to relate to your audience.

Even if you've done this before, it's imperative that you don't skip this step.

Connecting with your audience is simpler when you can speak in a way that resonates with them. You can show that you relate to their problems, and you can provide solutions that make their lives easier.

By creating a specific ideal customer avatar, it doesn't mean you'll miss out on other business. The opposite is often true and you attract more people because you're more specialized in what you provide. Don't be afraid to get specific. Think about it:

If you were in the business of dog grooming, would you want to market to people without pets? Probably not - you'd choose people with dogs obviously!

Without an ideal customer avatar, you risk being generic and ineffective, causing your audience to be confused about whether your content is for them or not. They might even unsubscribe from your list.

Defining your ideal customer is no easy task and it's normal to feel slightly overwhelmed. But trust in the process, and that all the time spent identifying your audience will benefit the growth of your email list.

Step 1: Draft Your Ideal Customer Avatar

Your ideal customer avatar is your vision of the person you really want to work with. This representation might be based on someone you know or a combination of people. He or she has a name, demographics, and other characteristics to depict the typical person you can help best.

To reiterate, you'll be designing your avatar so you know who to attract to your email list. That way you can tailor all your email writing and content to their needs.

To help you pinpoint your ideal audience, start drafting the image of them by asking yourself these questions:



➤ Who do I want to target?

- Who can I help the most?
- Where do I think I can bring the biggest transformations in their lives?
- What are their biggest challenges?
- What problems can I solve?
- What are their dreams or goals related to their business?

Your answers to those questions will give you an initial perception of who your ideal client is, but demographics and psychographics take it a step further in knowing more about your target audience.

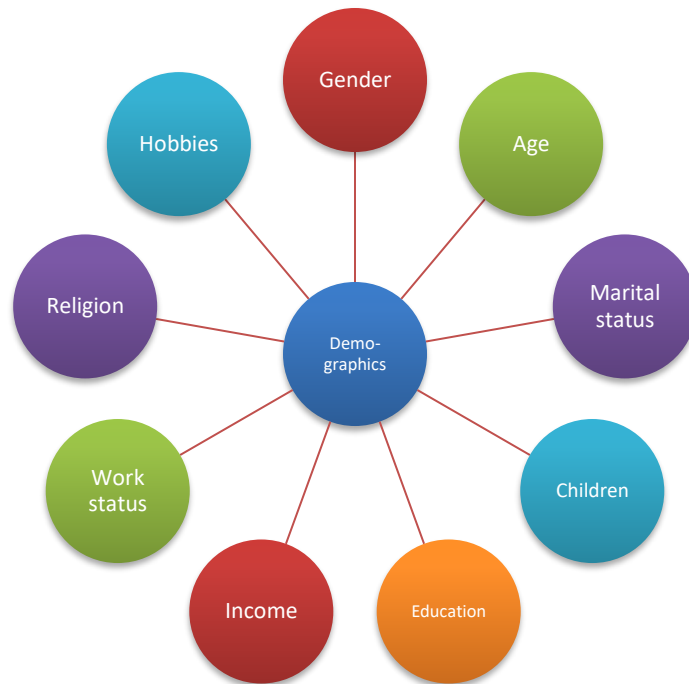
Demographics help you recognize who your audience is, and psychographics tell you about their behavior and their why.

Step 2: Take Your Ideal Customer Avatar a Step Further with Demographics

Now you might think you've identified your audience as "women, aged 25-50" - sounds good, right? Actually, although gender and age *are* demographics, that's too general and doesn't make for a comprehensive ideal customer avatar.

Examples of demographics:

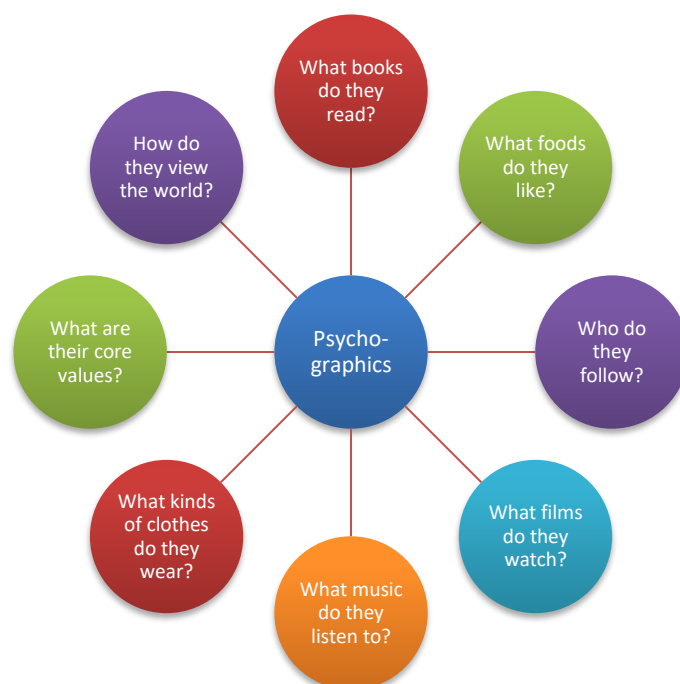
- | | |
|---------------------------------------------------------------|---------------------------------|
| ➤ Gender | ➤ Income |
| ➤ Age | ➤ Ethnicity |
| ➤ Marital status | ➤ Location |
| ➤ Children | ➤ Religion or spiritual belief |
| ➤ Education | ➤ Hobbies/spare time activities |
| ➤ Employment status (employed/ self-employed/ business owner) | |



Demographics can be helpful in knowing who your audience is, and they are important, but they just don't go far enough.

Step 3: Use Psychographics to Understand Your Customer's 'Why?'

Psychographics are essential to really personalize your content appropriately. Think of psychographics as the challenges, the dreams, and the goals that are important to your ideal customer. They'll influence why your customer will buy.



Ask yourself:

- What books do they read?
- What foods do they like?
- Who do they follow?
- What films do they watch?
- What music do they listen to?
- What kinds of clothes do they wear?
- What are their core values?
- How do they view the world?

Once you know what is important to your ideal customer, you'll know how to speak like them, how to sell to them, and how to motivate them to take action. The secret to growing your email list is to connect with your audience on an emotional level.

Tips for Collecting Information About Your Ideal Customer Avatar

Now that you know the difference between demographics and psychographics (and that you need both), you need to find the information. You can gather this type of data from different sources.

For example:

Ask your audience. One way to collect information about your target audience is through interviews with past or current customers. You can reach out to your ideals and ask them for answers to your questions directly or via surveys. Pay attention to the language they use in their responses, as you will want to use the same type of language you when you start writing emails. This helps establish rapport and create a feeling of understanding.

Observe your audience. Spend time where your target audience hangs out. Facebook Groups are a perfect online starting place. You can find a group by searching on your topic of expertise and join it to see what people are talking about. Networking events, tradeshow, professional meetings and conferences are all great

in-person events where you can observe trending topics. Whether this is virtually on social media or in-person, pay attention to questions people ask, the common problems they share, or even their likes and dislikes. This will tell you a lot about them and show that you are paying attention to their wants and needs.

Step 4: Name Your Ideal Customer Avatar

Naming your ideal customer avatar makes it easier for you to remember what attributes make up their profile and it also helps to humanize them. Bring your character to life by finding a picture that represents what they would look like.

Conclusion

Defining your target audience is crucial to growing your email list. By creating your ideal customer avatar, you are able to tailor your content and reach the right people who are interested in your business. If you want to achieve success in email marketing, do not miss this crucial step. We'll refer to your ideal customer avatar throughout the remainder of this course.

Brainstorming Activity:

1. Define Your Target Audience & Complete your Ideal Customer Avatar below

Your Ideal Customer Avatar Profile

Who do I want to target?

Who can I help the most?

Where do I think I can bring the biggest transformations in their lives?

What are their biggest challenges?

What problems can I solve?

What are their dreams / goals related to their business?

Brainstorming Activity (cont):

Your Ideal Customer Avatar Profile

Demographics

Gender

Age

Marital status

Children

Education

Income

Ethnicity

Location

***Employment
status***

***Religion or
spiritual belief***

***Hobbies/
activities***

Other

Brainstorming Activity (cont):

Your Ideal Customer Avatar Profile

Psychographics

What books do they read?

--

What foods do they like?

--

Who do they follow?

--

What films do they watch?

--

What music do they listen to?

--

What kinds of clothes do they wear?

--

What are their core values?

--

How do they view the world?

--

Other:

Brainstorming Activity (cont):

Give Your Ideal Customer Avatar a Name:

Avatar Name:

Use the space below to write a summary and any additional information about your Ideal Customer Avatar. Refer to this whenever you need to write content.

Note any specific language or phrases they use. You can add quotes from interviews or other research you've done.

You can even add a photo of the type of person you have in mind.

Module 3: Plot Your Customer's Journey

You've taken an essential step in establishing who your ideal customer is, and now it's time to plot their ideal journey. Think about the experience your customer has after they have joined your list. What's their next step with you and their next, and their next?

Simply having an email list is not a result in itself. You have to take action to continue to attract the attention of your ideal customer. When you intentionally build the path you would like your subscribers to take, you are more likely to see positive results, with increased sales and improved relationships with your ideal customers.

In this module, you'll plot out your customer's path and learn how you can incrementally build sales. The results will come as you gain interaction with your subscribers, learn more about your audience, and see your revenue grow.

Create a Start-to-Finish Plan

"To begin with the end in mind means to start with a clear understanding of your destination. It means to know where you're going so that you better understand where you are now and so that the steps that you take are always in the right direction." - *Stephen Covey*

You need to map out the journey you want your customer to take with you and your business. This is for *your* use so that you can plan ahead; you don't tell the customer!

To start, they will sign up for your free content (aka your "freebie" or "lead magnet"). This can be anything of value such as a checklist, a mini course, or even a how-to guide. We'll go into detail on this in the next module.

To finish, you need to decide what you want your customer to purchase from you. Is

the final step to be working one-to-one with you on a high-level, tailored program? Or is it to buy your highest priced product & support package? This is your end goal.

Once you've established this, then you have the first and the last steps and can fill in the stages in between.

Let's go a little deeper with this.

What is a Sales Funnel?

You've probably heard of sales funnels before and maybe even felt a bit overwhelmed by the topic. While it might sound complicated, a sales funnel is simply the sales process a buyer takes. It's their customer journey.

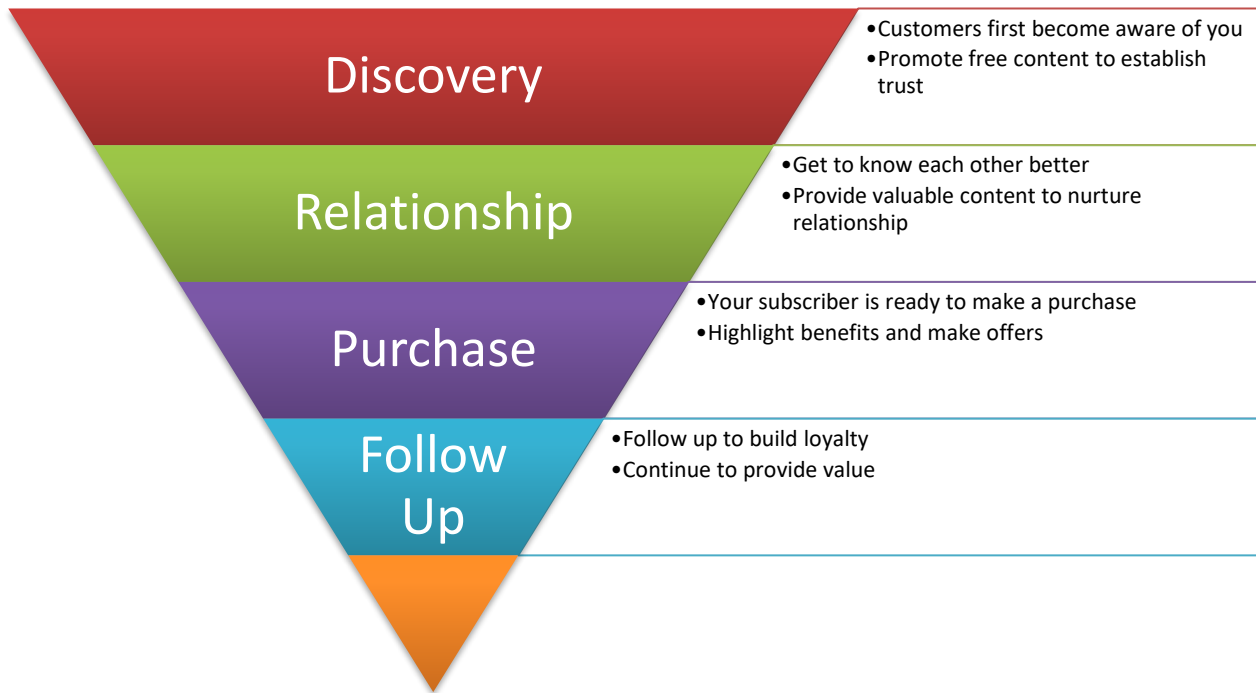
At the start of your funnel, there will be a lot of people signing up for your email list because they are attracted to your free offer. As your prospective customers move through the sales funnel, there will be fewer prospects at each stage. They will eventually dwindle down to a much smaller number of high paying customers at the end of the funnel.

With a sales funnel, not all subscribers will complete all stages of the journey. Don't be discouraged though because some *will*, and they will become your biggest revenue earners and brand supporters.

The customer journey allows you to develop purposeful interactions that build a relationship between you and your potential customer. Your email list is one of the easiest ways to start this process. It will help you take the customer through the sales funnel as far as they want to go.

The 4 Stages of the Sales Funnel

The customer journey is comprised of 4 key stages, from your first interaction to their conversion (aka the sale).



Stage 1: Discovery. Whether they came across your website, read one of your blog posts, or were referred directly to you, this is where your ideal customer first becomes aware of you. At this stage, your customers haven't established enough trust with you, so it's too soon to try to sell anything. It is, however, a great time to promote free content because doing so establishes you as the thought leader in your field and gives you an opportunity to continue to build relationships.

Stage 2: Relationship. Now that you've built some rapport with your subscriber, during this stage you're getting to know each other better. This is a great time to introduce them to your product or service but resist the urge to jump directly into selling. Continue to provide valuable, targeted content in all of your emails to consistently nurture your relationship.

Stage 3: Purchase. Now your prospect is ready to make a purchase and become a customer. When you've reached this stage, your subscriber knows exactly how valuable your products or services are and is ready to decide whether or not they will make a purchase. This is the ideal time to highlight the true benefits of what you have to offer. You can give promotions or special discounts or even create a sense of urgency for subscribers to complete their purchase. Avoid anything that comes

across as ‘pushy’ or a hard sell, which tends to turn people off.

Stage 4: Follow Up. The sales funnel doesn’t stop when a customer makes a purchase. You need to follow up with them. In fact, if you don’t follow up, you risk losing customers and all the hard work you put in to creating your funnel. Build loyalty by following up with your customer. Continue to provide value by offering information about the product/service they purchased and answering their questions. This is all part of giving great customer service and when you do so, it will help you get referrals and more sales.

At each stage, you are nurturing your relationship with your client and this will generate more business for you. Remember to be genuine, relevant, and to offer something that is meaningful to your target audience. People don’t like to be sold to but they will make a purchase once they see the value.

Here’s an example of a customer journey working with a coach. There are five stages and at each stage the customer’s commitment (time, motivation, and financial investment) increases:

1. Sign up for lead magnet such as a free checklist or guide
2. Sign up for small priced offer (an eBook, an email course, a Facebook challenge)
3. Buy an online course
4. Sign up for the group coaching package that accompanies the online course
5. Sign up to work one-on-one with the coach

Create a Reason for Subscribers to Act

To help subscribers along their customer journey, each stage needs a clear “call to action.” A call-to-action is the specific action you want a customer to take next so that they can get more help from you with their challenge. Your first call-to-action will be for them to ask for your lead magnet. A lead magnet is something of value

that is free and utterly irresistible to your email base. (In the next module, you'll learn how to create an enticing lead magnet that people will want to sign up for.)

Encourage subscribers with these call-to-action examples:

- Sign up for a free course
- Download an eBook
- Commit to a business coaching session
- Watch a video series
- Enrol in an online program
- Attend a webinar, Facebook live event, etc.



Without a meaningful call-to-action, your subscriber may not know what to do next. And they may end up doing nothing. They'll click off your page and get on to something else and your chance will be lost. It's one thing to offer free, valuable content but it must be followed up with a very clear action step.

Conclusion

The customer journey goes beyond the traditional view of the sales process, since it doesn't end at becoming a customer, and the income generated rises with each stage.

You may not have all the stages totally clear right now, but you *do* need to have some idea of where you're planning to take your ideal customer. Don't wait for your subscriber to dictate your next step; have a simple plan in place. Your plan may evolve over time as you learn more about the process and that's to be expected.

Brainstorming Activity:

1. Map the customer journey for your business below. It doesn't have to be complete right now if you don't know what you're selling. If that's the case, you'll just have one or two stages to map. But think about what you'll want to do after that.

Brainstorming Activity:

Plot Your Customer's Journey

Discovery Stage

e.g.:Sign up for lead magnet like a free checklist / guide

Relationship Stage

e.g.:Sign up for low priced offer (an eBook, an email course, a Facebook challenge

Purchase Stage

e.g.:Buy an Online Course

Follow-up Stage

e.g.:Sign up for a group coaching package that compliments the online course or to work 1-on-1 with the coach

Module 4: Create an Enticing Lead Magnet

From your work in the last three modules, you know the customers and clients you want to attract *and* where you want to take them. Now it's time to motivate them to provide their email address and other contact information.

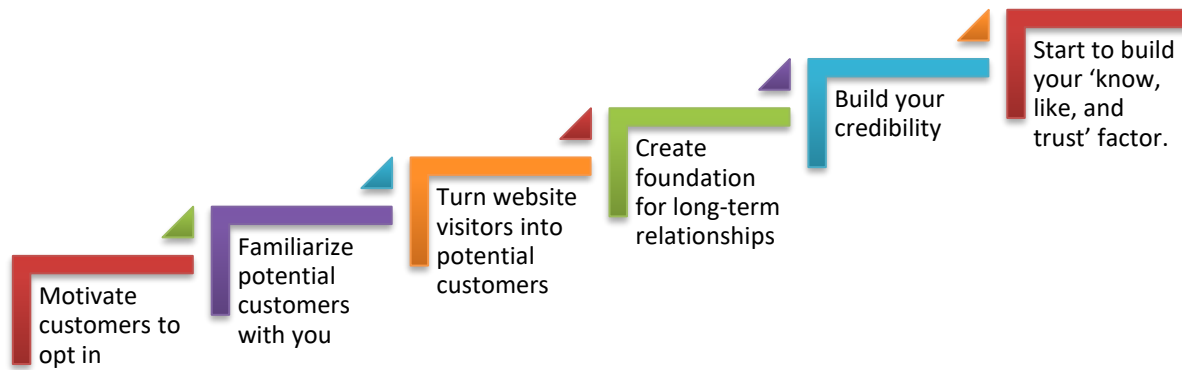
While simply asking for that information can work (but rarely does any more), you'll get the best results if you offer something of value in return. In this module, you'll create the valuable free gift that will entice your potential customers to join your email list. This free gift is also called a lead magnet or a free opt-in.

Why Do I Need a Lead Magnet?

A lead magnet is the nudge to get your clients onto your email list and into your sales funnel. With a lead magnet, you give a bit of your expertise in exchange for your client's email address. Remember, the end goal of your list-building is to convert some of your subscribers into customers who make a purchase and grow your business.

A lead magnet helps you:

- Motivate your ideal customer to opt in to your email list
- Familiarize potential customers with you, your business, and how you can help them
- Turn website visitors into potential customers and clients
- Create the basis for future conversations and long-term relationships
- Build your credibility and your reputation, making you a thought leader and expert
- Start to build your 'know, like, and trust' factor.



Best Practice for Designing Your Lead Magnet

Unless you are offering something valuable in return, you won't experience a tremendous amount of growth with your email list. People are more and more concerned about data security, identify theft, and so on and are reluctant to give away their contact details. They are also on many email lists so they need to know, a) that their data is safe and b) that it's going to be worthwhile signing up to yet another list.

Keep these things in mind when you start to create your lead magnet. The whole point is to provide value by solving a problem that specifically relates to your ideal client and their challenges.



1. Less is More. You may be tempted to spend a lot of time and energy creating your lead magnet. However, this isn't the place to share *everything* you know with your subscribers. Don't run the risk of overwhelming your clients with too much.

Remember that less is more.

2. Base it Around Your Expertise. Think of your lead magnet as a sample of what you have to offer. Your lead magnet gives a first taste that whets people's appetite for more dishes and then the main course. Promote yourself as the expert by demonstrating that you know exactly what you're talking about.

3. Be Specific. You must create a lead magnet that shows your audience that you truly know them. This is why building your ideal customer avatar in Module 2 was so important. Don't pick a topic at random; rather, pick something that makes your audience think that you've read their mind and draws them to join your list.

4. Make it Captivating. Long reports and eBooks aren't very enticing. People want useful information they can put in action quickly. You need to make a difference in their lives right away. This could be done using an infographic, checklist, resources list or a questionnaire (see below for other options). One page is fine if it has all the essential information in it and it looks attractive. It might be delivered as an audio download or video if you don't like writing.

5. Create an Organized Sequence. Once you have the topic, put the content into a logical order so you take the person through a flowing journey from the beginning to the call-to-action at the end.

6. Give Clear instructions. Add a call-to-action of some sort at the end of the lead magnet (for example, to visit your site, book a call, explore another resource, sign up for a waiting list for a course, etc.). Your call-to-action doesn't have to be to sell something, it just needs to entice the viewer to take some next step.

7. Make Time. Block time out in your diary for this activity. Treat it like any other task of importance and book an appointment with yourself to get your compelling lead magnet created.

Choose the Content and Format of Your Lead Magnet

There are lots of options for what type of content to include in your lead magnet.

The key here is that it must be the type of content your audience wants. If it doesn't solve a problem or help them, they won't sign up for your list and your efforts will go to waste.

Here are some popular types of lead magnets:

- Quiz or assessment
- Cheat Sheet
- Checklist
- Template
- Script
- Swipe file
- Toolkit
- Resource List
- Calendar or planner
- Spreadsheet
- Recipe
- Tutorial
- Newsletter
- eBook
- Report
- Infographic
- Video or audio series
- Email course
- Slide share
- Webinar
- Access to a library of information
- Survey
- Access to a Facebook group
- Free consultation
- Offer of a discount or special price

Don't let the choice of format hold you up. As you're starting out, we recommend you choose one of the following and keep it simple:

Quiz or assessment	Cheat Sheet	Checklist	Template	Script
Swipe file	Toolkit	Resource List	Calendar or planner	Spreadsheet
Recipe	Tutorial	eBook	Report	Infographic
Video or audio series	Email course	Slide share	Newsletter	Webinar
Access to a library of information	Survey	Access to join your Facebook group	Free consultation	Discount or special price

Option 1: List of Resources. The list of your favourite resources for [fill in something that relates to your customer's needs and your business]. For example, "My Top 10 Recipes for Baking the Perfect Cupcake." Some of the resources can be free.

Option 2: Checklist. Create a checklist for [a process your customers need to complete to be successful]. For example, a checklist for "Everything you need in your kitchen to become a star baker."

Option 3: Cheat Sheet. This is great way to break down complex information in a simple way. Use cheat sheets for 5 top ways to [solve a key challenge your customers have]. For example, "The Top 5 Ways to Make Perfect Fluffy Frosting."

Create Your Lead Magnet Step-By-Step

This won't feel overwhelming if you break it down into steps. If you already have some really great content, you may even reuse and repurpose it into a lead magnet. For example, if you've already written a blog post about the topic, turn it into a checklist.



Step 1. Choose your option from one of the three above to create a lead magnet that is either a list of resources, a checklist, or a cheat sheet of “Top 5 Ways.”

Step 2. Brainstorm the key needs your ideal client has with this topic and how you can solve their problem. Using the examples above:

- Option 1: List of Resources - your client wants recommendations of what works because they're just starting out.
- Option 2: The Checklist - they need a process to follow to achieve their goal because they're confused and it's unfamiliar.
- Option 3: The Cheat Sheet - they want to make sure they've covered all the steps because they're unsure of what they're doing.

Step 3. From this brainstorm list, decide on the top 5 priorities – those 5 most important client needs - and use them in your lead magnet.

Step 4. Choose how you want to deliver your free offer. If you are really uncomfortable with the written word, don't let this hold you up. Customers also like video and audio! You still need to follow the same process as in Steps 1-3 above, and write a script for yourself to follow when you get to recording.

Here are some tips on delivery formats:

Using Written Format

If you decide on a written format, you will need to design the lead magnet and save it as a PDF document which can be easily downloaded. The document should look professional and engaging. Even though this is something you're giving away for free, it still needs to look high value.

Use [Canva](#) to design it yourself for free, or find someone on [Fiverr](#) who can do the layout for \$5. Then, upload the document to your website or Dropbox. Get the link to paste into your first email so people can access it easily and quickly.

Using Audio Format

If you want to use audio, record the content into your smart phone and extract an mp3 file. Or use free software from [Audacity](#) on your system to get the mp3 file. Then, store the file on Google Play, Sound Cloud, or another service. Get the link to paste into your first email so people can conveniently access it.

Using Video Format

If you want to use video, record the content using your camera, a webcam, screen recording software, or even PowerPoint. Render the video as an mp4 file and upload directly to YouTube as 'Unlisted.' It's important to do this to protect the exclusivity of your content. Paste the link into your first email so only your people can access it.

Conclusion

The most crucial takeaway from this module is that your lead magnet is not something *you* want to create, but something *your ideal customer* wants. This is how you will set yourself apart from others in your same industry and build meaningful relationships with your email subscribers.

By giving something of value for free, you reach more people, gain more exposure, and that all leads to growing your business.

Brainstorming Activity:

Create an Enticing Lead Magnet

1. *Choose one of the 3 suggested options for a first, quick lead magnet.*

List of
Resources ☐

Checklist ☐

Cheat Sheet ☐

2. *Choose an enticing title.*

Remember to use the same language your ideal client uses.

3. *Choose your preferred delivery method.*

Written ☐

Audio ☐

Video ☐

4. *Create your lead magnet. Use the checklist below to make sure you've taken all elements into consideration.*

Lead Magnet Elements	Completed (✓)
Less is More - Have you chosen one area of your expertise to highlight?	
Base it Around Your Expertise - Have you demonstrated you know what you're talking about?	
Be Specific - Does it relate specifically to your customer's needs?	
Make it Captivating - Does it contain all the essential information? Does it look attractive?	
Create an Organized Sequence - Is it logical?	
Give Clear Instructions - Is your call to action clear?	
Make Time - Have you blocked out time for this?	

5. *Upload your lead magnet and grab the link to add to your first email*
(We'll cover emails in a later module).

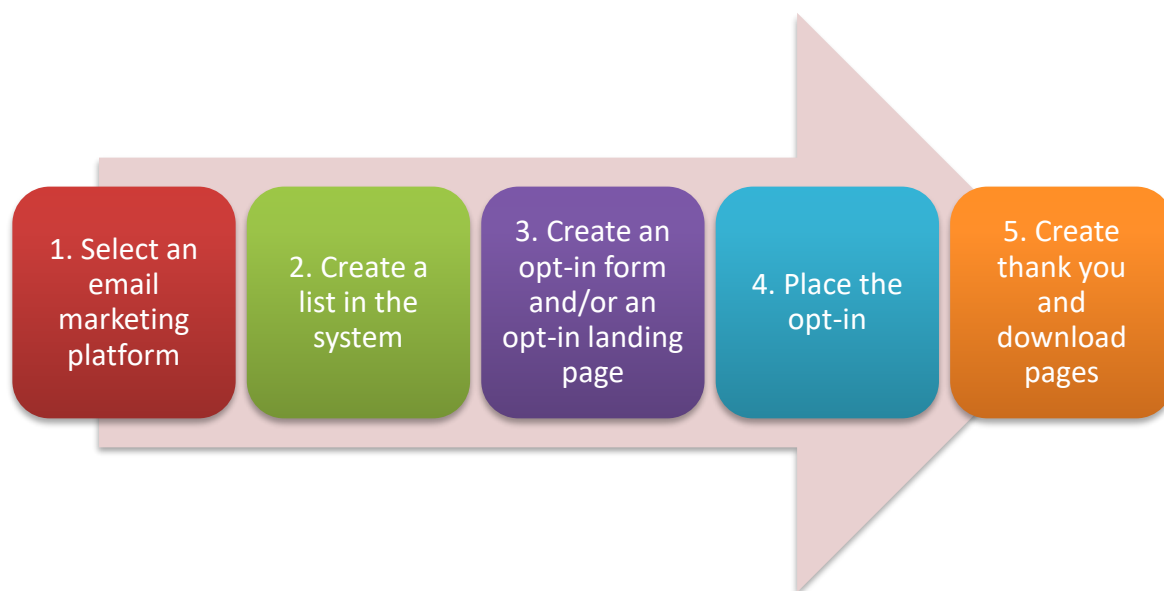
Module 5: Set Up Your Automated List Building System

Now that you have your enticing free offer all ready to go, you need people to be able to find it *and* you need to be able to send it to them. The good news is that you don't need a website for this. What you do need is an opt-in form or page and an account with an email marketing platform.

Your opt-in invites interested people to join your email list. An email marketing platform is used to collect and store the details of your email list, including names and email addresses, and also has the ability to automatically send emails.

In this module you'll go through the most important steps to set up a list using an email marketing platform.

Here's what you're aiming for (don't worry, we'll take you through all the steps):



1. Select an email marketing platform.
2. Create a list in the system.
3. Create an opt-in form and/or an opt-in landing page.
4. Place the opt-in.
5. Create thank you and download pages.

Step 1: Select an Email Marketing Platform

An email marketing platform is the system you'll use to build and grow your email list. While there are many different platforms to choose from, they all operate in a similar way and offer similar functionality.

Most email marketing platforms give you the ability to:

- Store customer data through lists that are easy to edit, are automatically backed up, and are available to export if you need to have a list outside of the system
- Segment customers to multiple lists based on certain specifications you've made - for example, grouping all contacts that live in a certain state/country, or who have purchased from you before
- Use templates to create beautiful, standardized emails, opt-in forms, and even landing pages (a landing page is a web page with a form that someone 'lands' on after clicking a call-to-action)
- Automate the delivery of emails based on your choice of conditions (called 'triggers'), such as time, product purchased, pages visited, etc.
- Gauge the success of your emails through reporting and analytics
- Access support to answer your technical questions

A word of caution: You shouldn't use a free email address, like Gmail or Yahoo, because your messages may automatically go to the recipient's SPAM folder and they may not see them. Use your professional company email address. If you don't have a professional email address, start with your current email address and then get one set up ASAP. If you don't have a domain name yet, go to Namecheap.com or Godaddy.com to purchase one.

Streamline Your Process with Autoresponders

One of the biggest benefits to using an email marketing platform is that you can take advantage of their built-in autoresponder to streamline your email marketing.

An autoresponder allows you to automate part of your email marketing campaign

by handling the emailing for you. This means you only have to create the email or email series once and set it to send on autopilot. This lays the groundwork for you to build a relationship with your list, and make a sale later.

Here's an example of how an autoresponder works:

- Your customer enters their information into your opt-in form to receive your free offer (your lead magnet).
- The customer's information is added to your email list and backed up in the email marketing platform.
- Next, your customer is directed to a 'thank you' page and given instructions for how to download the lead magnet, or will receive an email telling them how to download their free offer.
- Now, you have the opportunity to include your customer in a series of automated emails, sent through the autoresponder:
 - You can program your autoresponder to send out a series of follow-up emails. For example, you send one email per week to keep you in touch with your clients or follow up to see how they enjoyed their free lead magnet.
 - Autoresponders keep your business open 24/7. It doesn't matter if your customer joins your email list at 2:00 in the morning or while you're on vacation, autoresponders are still running, sending out the information your customers want.

Decide Which Email Marketing Platform Is Best for You

There are many different providers with similar price points and unique capabilities. Some include a shopping cart so that you can sell products to your new clients down the line.

It might be tempting to pick a provider with tons of features, but make sure you *need* the features, otherwise it's a waste and you'll have to move systems later. Most email marketing platforms will integrate with other systems and website providers.

Do get the best you can afford and one that does what you need it to do! They all have good technical support and often video tutorials to take you through the set-up steps so don't worry about the tech side. You can add other features as you get more comfortable. You can start small and learn your way around the system later.

Free email marketing platforms include:

- [MailChimp](#) is free for up to 2,000 subscribers
- [Mad Mimi](#) is free for 100 contacts

If you're not sure which to go for, then Google "Which autoresponder to use" and do a comparison for yourself. There is generally a free trial period so you can sign up without committing yourself.

Some other popular paid email marketing platforms are:

- [ActiveCampaign](#)
- [GetResponse](#)
- [Drip](#)
- [AWeber](#)
- [Convertkit](#)
- [HubSpot](#)

If after doing some research you're still unsure of what service to go with, it's okay. Pick one to start. All platforms offer a way for you to export your contact list to take to a different provider if you change your mind later on.

Step 2: Create a List in the System

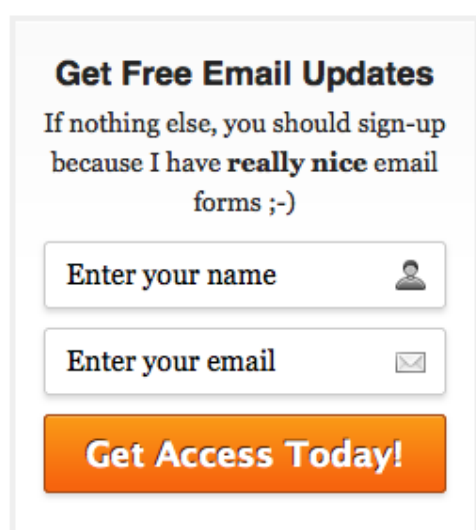
Once you've selected an email marketing platform to use, you will follow the steps within that system to create a list. If you already have a contact list, you should follow the platform's instructions to import that list into the new service.

Even if you don't have an existing list, you'll still need to create an empty list in the system. This is so new subscribers can be added to the list you've already set up.

Step 3: Create an Opt-In Form for Your List


Now that you've set up your list in your email marketing platform, you'll need to create an opt-in form. The purpose of an opt-in form is to entice people to enter their email address and contact information in exchange for your free lead magnet.


Once they enter their information, they are added to your email list and your lead magnet can be sent through an email automation that you've created.



Get Free Email Updates

If nothing else, you should sign-up because I have **really nice** email forms ;-)

Enter your name 

Enter your email 

Get Access Today!

This is what a very, very basic front end (the opt-in form) looks like. You've probably seen many of them!

You will add your opt-in form in various places on your website, or you'll choose to use an opt-in page. Ideally, you'll do both. We'll cover this in more detail later in the module.

Elements of an Ideal Opt-In Form

There are some basic essentials to include on your opt-in form:

- Headline with a benefit of your lead magnet
- Short bullet points of what they get and the benefit of each
- A call-to-action for them to enter their name and email address (plus any other details)
- Button to click to submit the form
- Link in the footer to your privacy policy (or a checkbox to request consent, if you need it for your country)
- An image of what they'll get



If you have these basics in place and your lead magnet is compelling, then you'll get sign ups.

NOTE: If you have customers or website visitors in the EU, you'll need to comply with the specific privacy policies there. Typically, that involves having specific language in your Privacy Policy about how you handle data and what you use it for, as well as getting explicit consent from your email subscribers before you collect their data.

You can get more information about how this works for your email list via your email marketing platform. They'll have features to help you. You can also purchase Privacy Policy templates from various websites.

Visit this link for a general overview of the GDPR requirements:

[Overview of EU General Data Protection Regulation](#)

<https://www.dataiq.co.uk/blog/summary-eu-general-data-protection-regulation>

However, don't let this hold you back! For most small businesses, you can put in place a template Privacy Policy and use your email marketing platform's features to get consent very quickly and easily.

Now, let's broaden out and look at some best practice guidelines which will turn more visitors into subscribers and as many as possible into customers. This is known as a high-converting opt-in.

1. Give them Incentive. Make sure people have a reason to give you their information. Your opt-in should clarify what they are getting in exchange, which is your lead magnet. Tell them exactly what to expect once they've provided their data.

2. Avoid Distractions. Keep the layout and text very simple. Your audience should know what their call to action is. The sole purpose of the opt-in form is to ask people for their contact information so keep it clear. Typically you should ask for a first name and an email address; anything else is extra.

3. Take Advantage of Templates. Stick with a design that's already proven to convert. Most email marketing platforms have pre-built templates that you can use. LeadPages (<https://www.leadpages.net/>) is also a great resource for creating beautiful landing pages with opt-in forms that convert.

4. Choose a Single or Double Opt-in. Single opt-in is when subscribers sign up and are immediately added to your email list. If you have any customers or visitors in the EU, you'll need to make sure you have that checkbox requesting explicit consent to do this. Again, check your email platform, since they'll have ways to do this.

With a double opt-in, subscribers have to confirm their consent in a separate email to be added to your list. When people go through the two-step process, there's often a higher conversion rate and higher engagement because they went through the extra step, acknowledging they really want to receive your emails. In many countries, double opt-in is required legally due to privacy and spam laws. Check the rules in your own country.

5. Make it Noticeable. The opt-in form should be designed in a way that complements your branding. You may use contrasting colours to draw attention to your form. However, it's crucial to make sure the colours don't clash with your existing brand colours.

For colour inspiration, take a look at <https://color.adobe.com/create/color-wheel/>. Don't use more than 2 different fonts and avoid using more than 2-3 different colours.

6. Use Language that Resonates. Your wording (copy) needs to be enticing to motivate people to sign up; it may be free but it still has to be 'sold.' Remember to speak the way your ideal client speaks. For example, if your lead magnet is for beginners, keep the language simple and avoid using jargon they may not know.

7. Keep it Mobile-Friendly. Not everyone will be visiting your form from a computer. Most email marketing platforms offer a preview of the form so check out what it will look like on mobile devices before you decide.

Choosing an Opt-In Page in Addition to an Opt-In Form

You might decide to go for a full opt-in page and not just a form. The point of an opt-in form and an opt-in landing page is the same: to entice people to join your email list in exchange for your free offer.

An opt-in page is different from an opt-in form because it's a whole page solely dedicated to your offer. This gives you space to provide more information. For example, you might add short bullet points of what customers get from the lead magnet and the benefit of each. If you just have one page, then it certainly focuses the visitor on just one choice: whether to sign up for your lead magnet or exit.

When designing your opt-in landing page, follow the same guidelines for creating your opt-in form.

If you don't have a website, don't panic. You can use a stand-alone tool like

[LeadPages](#) to design a landing page. It provides attractive templates you can customize and integrates with many email marketing systems.

Ideally, you'll have both opt-in forms (on web pages for example) and an opt-in page (using a template for a landing page). That way, you'll have even more opportunities to convert website visitors to email list subscribers. And you'll have a dedicated opt-in page to drive traffic to when your main goal is to get them onto your list and you don't want them distracted by anything else.

However many forms and/or pages you have, make sure they are all linked to the same email list promoting your lead magnet.

Outsource the Job

If you feel the technology is just too much for you or you don't have the time, don't worry. You can save yourself the trouble by getting someone else to create your opt-in page and set up your list for you.

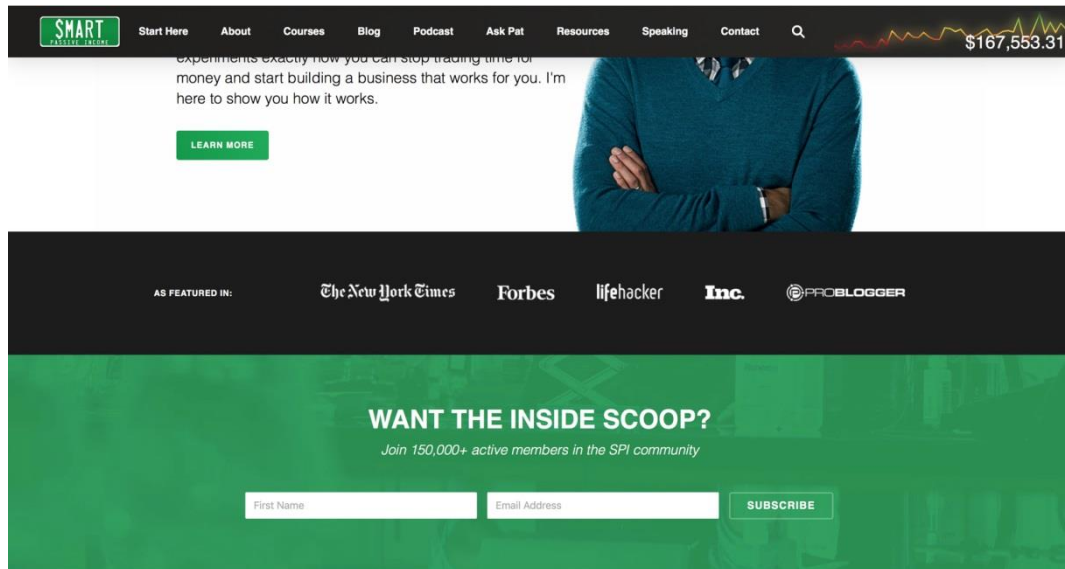
Some good resources for finding people who do this are:

- [Fiverr.com](#)
- [UpWork.com](#)
- [Warrior Forum](#) (Warriors for Hire)
- If you have WordPress, use a plugin with templates to help you set up everything. Examples include [OptimizePress](#) or plugins from [Thrive Themes](#).

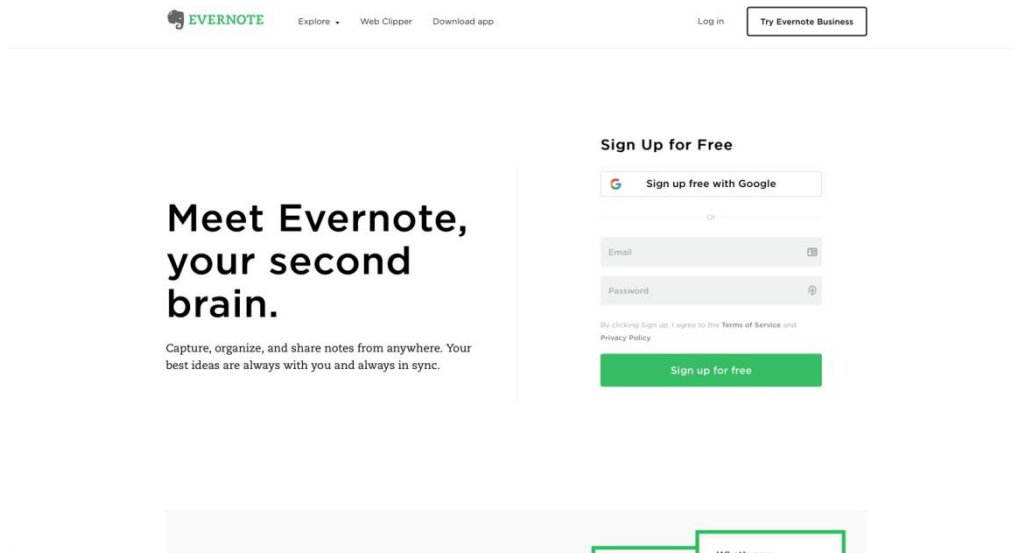
Step 4: Place the Opt-in

We've looked at some best practices on the design of the opt-in to make it attractive. Where you place it will also have a bearing on how many people opt-in.

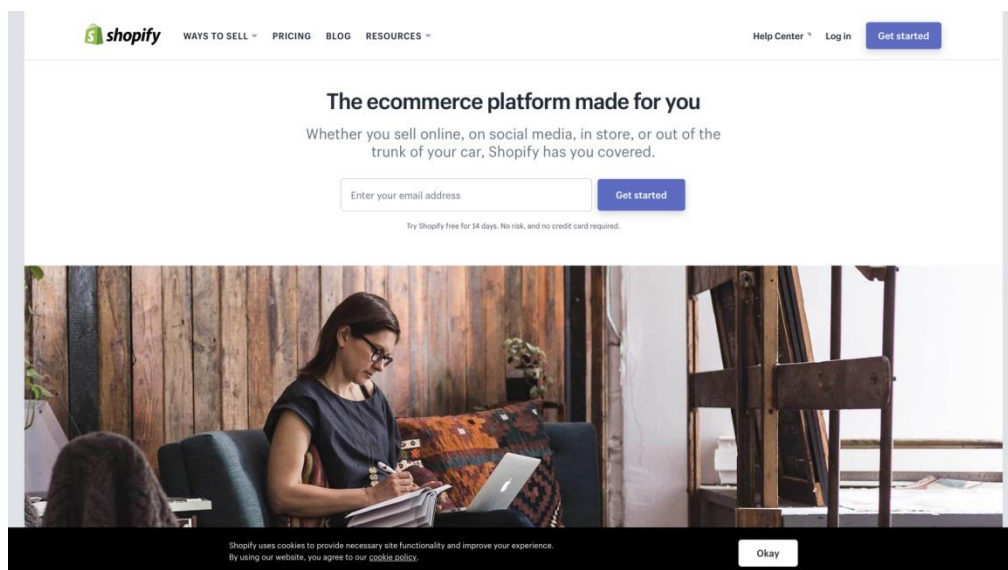
[How to Build & Nurture Your Own Email Marketing List from Scratch](#)



[Pat Flynn's Smart Passive Income](#)



[Evernote](#)



[Shopify](#)

Here's the current thinking on this:

- **The top of your home page.** The opt-in can even take up the whole area 'above the fold' called a 'hero header' or 'feature box.' This makes for great conversions as it's usually the first thing a visitor sees.
- **The announcement bar on the top of your site.** This helps attract people to your offer, especially because the announcement is featured on the top of every page of your site.
- **The top of your sidebar.** Place the opt-in form right where your visitors can see it and make sure to keep it on the top of your sidebar, above any advertisements or other content.
- **The bottom of your blog post.** If someone has read your entire blog post, it means they're interested in what you have to say. Adding an opt-in form at the bottom of the post is a great way to capture that lead while it's still hot.
- **On your 'About' page.** Your 'About' page is one of the most visited pages on your website, so don't miss the opportunity to capture email subscribers by including an opt-in form here as well.
- **On your 'Welcome' page.** Because the 'Welcome' page is the first thing visitors see, this is an ideal place to put your opt-in.
- **Exit Intent Pop-Ups.** These pop-ups can be embedded anywhere on your site and they track a user's movements. When they detect that a visitor is about to leave, a pop up is prompted to encourage the visitor to take action. There's a great WordPress plug-in for this called [PopupAlly](#). There are many other options, such as [Privy](#) and [MaxTraffic](#).
- **Delayed Pop-Ups.** Pop-ups are controversial because some visitors find them annoying, but the truth is that they convert. Instead of bombarding your visitors right away, a delayed pop-up gives them a chance to check out the site before your opt-in appears.
- **Your website footer.** Just like placing your opt-in at the bottom of a blog post, if people are checking out your footer, they're interested in your content. Your footer also appears across all your website pages, making it easy for people to find your opt-in form.

Take advantage of the tips and training provided by your email marketing platform.

Most platforms have explanatory blog posts and customer service advisors ready to

help you with your opt-in forms. Follow the instructions for embedding the opt-in on your site where you want it, or get someone to help you.

Step 5: Create Thank You and Download Pages

Once people enter their email in your opt-in form or landing page, your ‘thank you’ page will appear. Most email marketing platforms have default thank you pages that people see after they enter their details.

You can create your own ‘thank you’ page, or, to keep things simple, use the default for now. Your system will then automatically send a request for the person to confirm their address (this is called double opt-in), if you’ve selected this option.

We recommend that you always require a double opt-in. To start, many countries require it. Plus, it helps keep your email list ‘clean’ with only those contacts who really want to be on it.

You can also send people to a download page after they confirm their consent and address, or let your first email deliver their lead magnet. In the next module, we’ll cover much more about your first email follow-ups.

Conclusion

Take a deep breath. You’re nearly there! Yes, it can sound confusing to set this up, especially if it’s your first time. But take it step by step, expect a few glitches along the way, and commit to getting it done.

Let’s recap on the steps you need to take:

1. Select an email marketing platform.
2. Create a list in the system.
3. Create an opt-in form and/or an opt-in page.
4. Place the opt-in
5. Create thank you and download pages.

Now that you have the systems in place, in the next module you’ll learn how to write and schedule your email sequence.

Brainstorming Activity:

Set Up Your Automated List Building System

1. Choose your email marketing platform and set up your first list:
 - MailChimp
 - Mad Mimi
 - ActiveCampaign
 - GetResponse
 - Drip
 - AWeber
 - Convertkit
 - HubSpot
2. Think through the options & make decisions about where to place your opt-in, what colours to use, & other elements. Answer the questions below:

Opt-In Element
<i>What is your headline with benefit?</i>
<i>What are your bullet points of what they'll get?</i>
<i>What is your Call-to-Action ?</i>
<i>What will you put on your submit button?</i>
<i>Do you have a privacy policy? What is the link?</i>
<i>What image will you use for what they'll get?</i>
<i>Where will you place your opt-in?</i>
<i>What colours will you use?</i>

Brainstorming Activity (cont):

Set Up Your Automated List Building System

Write some enticing copy to attract people to your lead magnet::

Opt-in Copy:

3. Create a dedicated opt-in form to put on your website or make the choice to use a tool like LeadPages.com to create a whole opt-in landing page (you can connect this to your website later if you have one)

Create Your Opt-in	Completed (✓)
Create Opt-In Form	
Create Opt-In Landing Page	
Add Privacy Policy Link (and Checkbox, if relevant)	
Connect to Website	

4. Check the opt-in page is connected with the email list by doing a test.

Module 6: Write and Schedule Your First Relationship-Building Email Sequence

Now that potential clients and customers have ‘raised their hands’ and said “Yes, I want to know more!” you must make certain that they remain engaged and that they don’t forget you. This is all too easy these days with so many emails being sent.

In this module you’ll write a sequence of emails to get you off to a good start on a long-lasting relationship. You’ll use automation to send those emails on autopilot.

Why You Need Automation

Let’s face it: you probably don’t have time to reply to every email you receive today, let alone send new emails aimed at nurturing relationships with your subscribers.

As we discussed in Module 5, there are reasons why you need an automated email sequence:

- You can build relationships that otherwise may have fallen short due to lack of time and commitment.
- An automated email series is only the *first* of many communications you’ll have with your potential clients. It sets the tone for future communications and ensures that all your subscribers are receiving the same messaging, keeping your level of customer service consistent.
- You only have to build a specific sequence once. You can set up your emails in advance using your auto-responder and they will be sent automatically at any interval decided by you.

For example, you may select to send one email every five days, once a week, or even over seven weeks. This means your customers aren’t sitting idly waiting on you to remember to send an email.

While automation is easy to put in place, don’t overwhelm your list with too many emails. Judge what you think is best for your audience and what you can commit to writing.

Start With a ‘Welcome’ Email Sequence

Subscribers are the most engaged when they first join your email list. You need to take advantage of this and create a series of emails welcoming them. This is a way of continuing the conversation, letting them get to know you, and it sets the tone for the future.

Marketers say that seven emails in a sequence can get from the original opt-in to a purchase because through that sequence you build the ‘know, like, and trust’ factor. There may be times when seven emails isn’t enough - for example, a higher-priced offer may require more emails plus more personal interaction. It all depends on your ideal customer and their needs.

We’ll stick with seven for this introductory sequence. It might help you to think of this sequence as one single piece of content. By looking at it that way, it helps ensure everything relates and is in the right order.

Despite having perfectly timed emails, content is still what is going to keep your subscribers engaged. Email sequences should deepen the relationships you have with subscribers over time, solely through the content you share.

Here are seven email templates you can customize for your welcome sequence:



Email #1: The 'Thank You' Email.

Goal: Give subscribers access to the lead magnet they signed up for.

The very first email you send needs to thank people for signing up and it must tell them how to get their gift - part of keeping the promise you made.

Since this is the first email people receive from you, you need to tell them more about you or your brand. This is where they start to get to know you.

This is also where you need to set expectations on how often you'll send emails and reiterate the benefits of joining your list.

Email #2: The 'Reminder' Email.

Goal: Remind your subscribers that they received your lead magnet.

This is a good time to check in to see if they have any questions about the content they received. Encourage them to go through it and give them tips for how to get the most out of it.

Email #3: The 'Sharing' Email.

Goal: Share some interesting and relevant information.

Show your audience you provide great content by sharing some of your wisdom. This is a great time to repurpose some content and share an article you've written or even a webinar you've hosted.

You can make a very gentle reference to how you could help them further. Just make sure the content is relevant to the lead magnet they signed up for.

Email #4: The 'Problem' Email.

Goal: Relate to a problem they might be experiencing.

Choose some FAQs about your topic and share your answers with your subscribers

to show that you're an expert in your field. You could also tell a story that relates to the problem addressed in your lead magnet and how you (or a past client) overcame that challenge.

Email #5: The 'Check In' Email.

Goal: See how they're using their lead magnet.

Ask them how they are using their lead magnet to help their life/business/weight loss/relationship or whatever their particular challenge is. Start to mention that you have other ways to help them.

Email #6: The 'Trust Building' Email.

Goal: Build even more trust with your subscribers.

Share a short case study of how your work has helped a client. This builds up trust and demonstrates that you know what you're doing. Again, mention your ability to help.

Email #7: The 'Ask' Email.

Goal: Turn your email subscriber into a paying customer.

Now's the time for you to make a specific offer to convert your subscriber into a customer. You will never make any sales if you don't ask if they want to buy!

Here is where you can offer such paid things as an online course, a coaching session, an email challenge, or whatever fits with your customer journey (Remember that from Module 3?).

Test Your Email Sequence

Now that you know what it takes for a well laid out email sequence, you'll need to test each email and check that your opt-in form is linked to your email list. Make sure that your first follow-ups are working.

Test multiple times and have other people test it too. Once something is on autopilot, you don't want to suddenly find out people aren't getting your emails!

With the opt-in you created in Module 5 and your first email, you'll be ready to go and start building your list.

Conclusion

Email sequences can move people through a journey from not having ever heard of your company, to becoming a customer and (potentially) an enthusiastic brand advocate.

Once you have a series of seven (that's six + the first 'thank you' email) set up, then you know your clients are being taken care of and that they won't forget you in the short run. But you'll need more over time. We'll talk about additional content to send in a later module.

Brainstorming Activity:

1. Write your first welcome email.
2. Plan the sequence of seven emails covered in the module and write them.
3. Load your emails into your autoresponder, according to their tutorials, and schedule them for a minimum of 2 to 3 days apart for your first interaction with your subscriber.
4. Do a test sign-up to make sure everything is working, including your download.

Brainstorming Activity:

Write Your First Relationship-Building Email Sequence

1. Write your first welcome email.

Subject:

Introduction:

Body:

Closing:

Signature:

Call to Action:

P.S.:

Brainstorming Activity (cont):

Write Your First Relationship-Building Email Sequence

- 2. Plan the sequence of seven emails covered in the module and write them (Find Templates in Appendix)**

Email	Subject	Completed (✓)
Thank You Email		
Reminder Email		
Sharing Email		
Problem Email		
Check In Email		
Trust Building Email		
Ask Email		

- 3. Load your emails into your autoresponder, according to their tutorials, and schedule them for a minimum of 2 to 3 days apart for your first interaction with your subscriber.**

Schedule Your Emails	Completed (✓)
Write	
Load into Autoresponder	
Schedule publication	
Test sequence	

- 4. Do a test sign-up to make sure everything is working, including your download.**

Module 7: Start Growing Your List of Subscribers

Now that you've done the work of identifying your ideal customer avatar, creating your lead magnet, designing your opt-in form and page, and even writing your welcome emails, it's time to get actual people onto your email list.

Growing your email list isn't a case of "if you build it, they will come." It takes time, effort, and some key strategies to grow your list of subscribers.

You need to find ways to drive traffic to your opt-in form to get people to sign up for your free offer and start building a relationship with you.

In this module, you'll find a variety of ways to get this done rapidly. With a consistent focus, you can make tremendous progress on building your first email list.

Getting Started: Finding People to Subscribe

You might be wondering where you're going to find people to subscribe to your list. So where can you find your ideal subscriber?

- **Current contacts or customers.** You probably already have some sort of contact list or a list of people who you've worked with or sold to in the past.
- **Website visitors.** It's obvious that if people are visiting your website, they're interested in what you have to offer.
- **Social media.** With so many users, social media is becoming one of the best places to capture higher-converting email leads.
- **Offline.** You may have some ideal customers you've met offline - maybe they've given you their business card or maybe you've had a conversation that ties into your lead magnet.
- **Content marketing.** Think of this as word-of-mouth marketing based on the lead magnet you created. People will share your content with others who will then also sign up for your list. We'll talk more about content marketing later in this module.



Let's expand on this and look at key strategies you can use.

Strategy #1: Adding Current Contacts and Customers to Your List

Before you manually add anyone to your email list, make sure they have explicitly asked to be added. If you add someone who hasn't asked to be on your list, it's likely that you will have violated the terms of your email marketing platform and they may even suspend your account.

What you can do is send personalized, individual emails from your regular email account with a link to the opt-in for your lead magnet. This way, if your contacts are interested, they can be added to your email list by signing up for your free offer.

Here's a template you might want to adapt and use:

Hi... just checking in to see how you're doing!

I've been thinking about you and your situation recently and I remember that you expressed some interest in (INSERT BUSINESS AREA HERE).

Where are you in your process?

I've got something that might help you to (INSERT CLIENTS' DESIRED RESULT HERE). It's getting good results for other clients.

It's free to people I know, so don't hesitate to take advantage of the offer.

You can sign up here to download it right away

LINK

Strategy #2: Get Website Viewers Added to Your Email List

If you have a website, then you want to get your website visitors to subscribe to your email list.

Having your opt-in form placed throughout your website essentially turns every page into a landing page. As we said in the previous module, the goal of a landing page is to convert visitors into email subscribers, and then into paying customers. By adding these opt-in forms, you are well on your way to growing your email list.

Strategy #3: Get Social Media Followers to Join Your Email List

Because email marketing can be more effective than social media, it's important to have your social media followers sign up for your lead magnet and subscribe to your email list. You may have thousands of 'friends' on Facebook for example, but if they aren't connected to your email system, you can't be sure of ever interacting with them again, let alone selling to them.

Remember, you don't own the contact information about your social media followers, unless they've joined your email list. As you learned in module 1, an email list is crucial to your business because it's something that belongs exclusively to you.

Here are some ways you can get your social media followers to join your list. In all cases, this means making sure they see your enticing opt-in for the lead magnet:



- **Contests.** People love to win. Create a contest with a giveaway that relates to your lead magnet.
- **Freebie offers.** Provide immense value by offering a lead magnet exclusively to your social media fans.
- **Link to opt-in page on your cover image.** On your social media business page or group, update your cover image to link to your opt-in page.
- **Create a video promo.** Using YouTube, Facebook Live, or Instagram Live, create a short promo video where you talk about your lead magnet. Add a link to your landing page in the description.
- **Use pinned posts.** Whether it's a pinned tweet, Instagram story, or Facebook post, pin a post with a link to your opt-in to your profile, group, or page.
- **Start a group.** Create a group on Facebook or LinkedIn and be active in it. Share your free offer with the group.
- **Ask your followers to download your lead magnet.** You can use on-camera video to make your ask personal. Focus on the benefits of your lead magnet as an incentive. This is especially great for groups you run.
- **Video tutorials on YouTube.** Send visitors to your opt-in for more information at end of each video.
- **Collaborate.** Partner with others working in your field and get them to promote you and your opt-in link online.
- **Share your lead magnet opt-in in 'Comments.'** When someone asks about something your freebie would help with, post it as a comment. Not only will it help the original poster, but other commenters will also see the opt-in for your lead magnet.
- **Create an ad.** Run an ad to promote your lead magnet and encourage signups.

Strategy #4: Get People You've Met Offline onto Your List

There are times when your marketing leads will come from traditional ways of marketing and meeting people offline.

Remember that any marketing materials you create should promote your lead magnet by including a call-to-action to sign up.

Here are some ways to reach people through traditional marketing:

Hand out business cards



Create printed handouts such as flyers



Create product displays



Incorporate QR codes that link to your lead magnet



Use sign-up sheets at events



Host giveaways to get contact information



- Hand out business cards to prospective customers and new people you meet.
- Create handouts and printed marketing content such as flyers, reports, and brochures that advertise your services and include a link to your lead magnet.
- Create product displays in brick and mortar stores to showcase your physical products.
- Incorporate QR codes that link to your lead magnet into all your marketing materials.
- Use sign-up sheets at presentations and speaking events you're hosting to gather contact information from attendees.
- Host a giveaway at presentations/seminars to encourage people to leave their contact information.

Strategy #5: Use Content Marketing to Drive Traffic to Your Opt-In Page or Form

What is Content Marketing?

Content marketing is a form of marketing that's focused on publishing high-quality, valuable free content that helps people solve a relevant problem.

How Does It Get Someone to Join Your Email List?

When you give someone valuable information, they're more likely to share it with others, expanding your reach and growing your email list.

It sounds simple: You give someone your awesome lead magnet and they love it so much they share it. Unfortunately, content marketing is a competitive space and lots of people are using it to grow their lists. This means that your content must be extra special and relate directly back to solving a problem for your ideal client.

Here's how you can use content marketing to grow your list:

- **Guest blog posts.** Offer to write content for a similar blog in your industry as a guest blogger. This gives you an opportunity to share your content and links to your website with a different, but closely related audience.
- **Post articles on social media.** LinkedIn and medium.com are ideal for sharing content related specifically to business. Posting your articles on LinkedIn not only creates engagement, but also shows you're an expert on the topic.
- **Webinars.** Because people have to sign up for a webinar, they are an effective way to generate new leads. Not everyone may attend your webinar, but you've still captured their email address to be able to market to them in the future (so you can offer them your lead magnet further down the line).
- **Interviews where you're the guest.** Whether you're a guest on an online radio show or interviewed in a blog post, this is an effective way of reaching a larger audience.
- **Podcasts where you're the guest.** Just like an interview, podcasts help to expand your reach. Audio content is a great way for someone to get to know you, since they can hear your personality and your authenticity.
- **SEO optimization.** People who come across your blog posts, videos, and podcasts via organic search are usually looking to solve a problem and therefore will happily sign up for your free lead magnet.

Regardless of the method you choose, each option needs to have a call-to-action to sign up for your lead magnet.

Conclusion

Although there are many free ways to get people signed up for your email list, you don't have to do all of them.

The most important step is to make sure they have the same call-to-action, which is to sign up for your free offer.

Don't be afraid of a little trial and error as you test out different strategies. Each time you try something new, you get closer to understanding what works best for your audience.

Take action consistently to get people signing up for your free gift and for your email list to start to grow.

Brainstorming Activity:

1. Jumpstart your list-building by sending an email to any current contacts or customers telling them about your free gift (use provided email template as a starting point).
2. Check that all your social profiles and information sources about you and your business have a link to your opt-in page
3. Choose 2 ways to get traffic to your opt-in methods and outline the tasks you need to do to implement them
4. Book time in your diary for these activities.

Brainstorming Activity:

Start Growing Your List of Subscribers

- 1. Jumpstart your list-building by sending an email to any current contacts or customers telling them about your free gift (use provided email template below as a starting point).**

Hi... just checking in to see how you're doing!

I've been thinking about you and your situation recently and I remember that you expressed some interest in (INSERT BUSINESS AREA HERE).

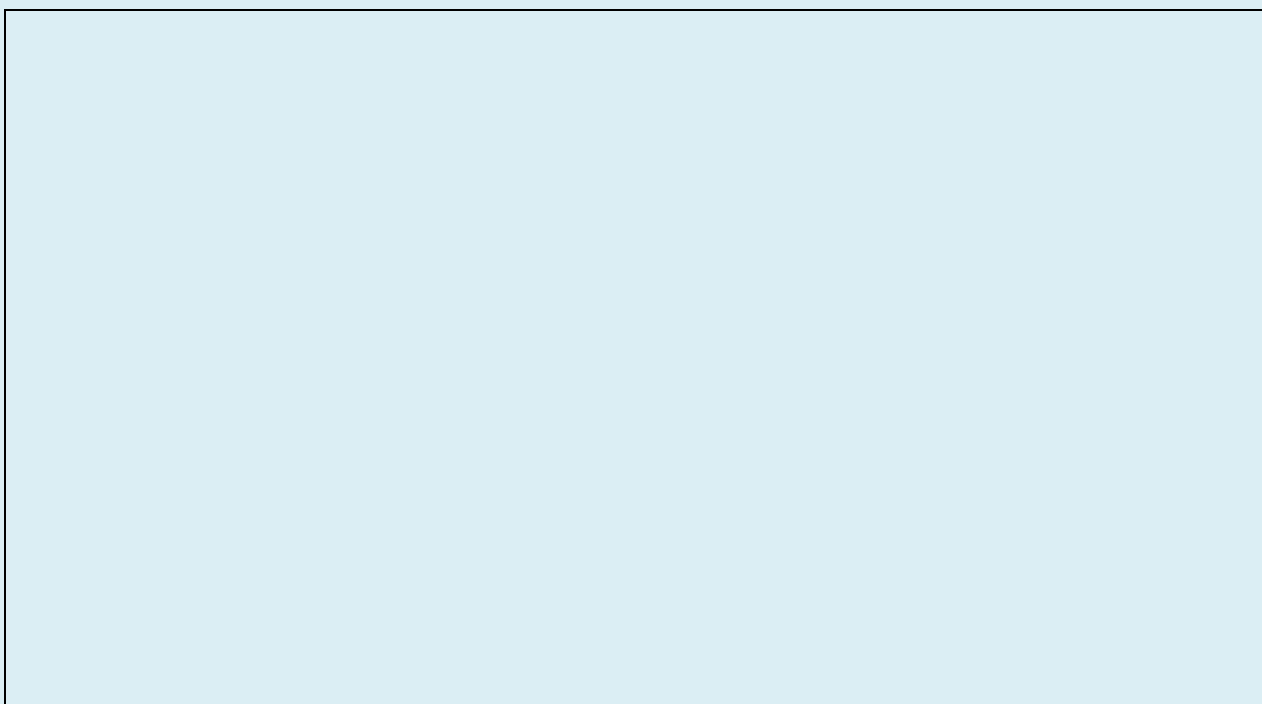
Where are you in your process?

I've got something that might help you to (INSERT CLIENTS' DESIRED RESULT HERE). It's getting good results for other clients.

It's free to people I already know, so don't hesitate to take advantage of the offer.

You can sign up here to download it right away

LINK



- 2. Check that all your social profiles and information sources about you and your business have a link to your opt-in page.**

Brainstorming Activity (cont):

3. Choose 2 ways to get traffic to your opt-in methods and outline the tasks you need to do to implement them.

- Current contacts or customers
- Website visitors
- Social Media
- Offline
- Content Marketing

Method 1:

Task 1:	
Task 2:	
Task 3:	
Task 4:	
Task 5:	
Task 6:	

Method 2:

Task 1:	
Task 2:	
Task 3:	
Task 4:	
Task 5:	
Task 6:	

Brainstorming Activity (cont):

4. Book time in your diary for these activities

Monday Tasks:

AM:

PM:

Tuesday Tasks:

AM:

PM:

Wednesday Tasks

AM:

PM:

Brainstorming Activity (cont):

Thursday Tasks:

AM:

PM:

Friday Tasks:

AM:

PM:

Saturday Tasks

AM:

PM:

Sunday Tasks

AM:

PM:

Module 8: Measure Your List Building Progress

Now that you've put in the effort to start to build your email list, you want to know how all this hard work is paying off. You particularly want to know how successful you are at creating and nurturing your relationships with potential clients and customers.

One way to track progress when you build your email list from scratch is in the numbers. But there are other ways to see how your content is being received. We'll look at those in this module.

Step 1: Take Stock

Time to check how you're doing with the task of list-building.

The first step is to check the numbers against your goals from Module 1. Are you meeting your goal(s) with your email list? If not, what has gotten in the way?

Second, you need to reflect on how you're feeling. Are you feeling excited about the list growth? Are you wondering what to do next?

Think about the answers to the following questions.

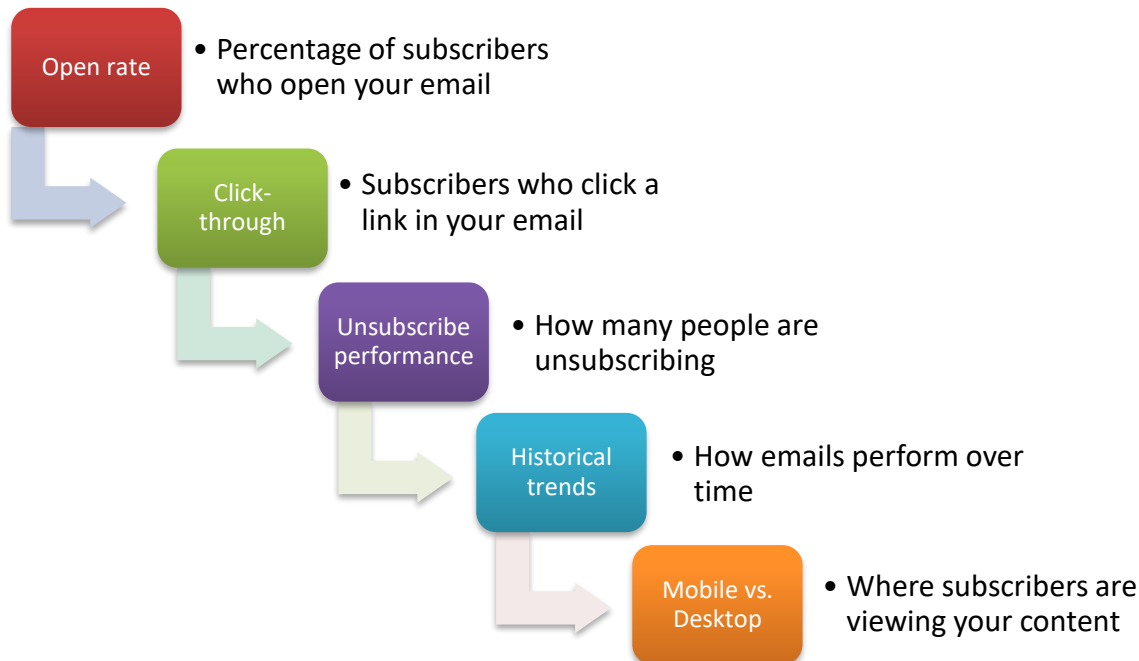
During this process:

- What have I learned about email marketing?
- What has surprised me?
- What has disappointed me?
- What else have I learned about my subscribers?
- How do I feel about the list building process?

Step 2: Know Your Metrics and Get to Know Your Customers

To start, you'll need to analyze where your traffic is coming from. You can do this through key metrics that should be provided by your email marketing platform.

Important metrics to know:



- **Open rate.** Your open rate is the percentage of subscribers who open your email. If this number is low, it could indicate that people are deleting your email upon receipt. An easy way to fix this is to make sure your subject line reflects the content that you're sending. A more involved fix is to make sure you've been extra clear about what subscribers should expect from you and also to make sure that your content is of incredible value.
- **Click-through.** This refers to when subscribers click a link in your email. This could be a link to a blog post, a video, or a product you've decided to spotlight. Click-through rate is a crucial metric because getting subscribers to click is your main goal. If people aren't clicking through, it's likely that you need to rewrite your copy so that it's targeted and specific.
- **Unsubscribe performance.** This is how many people are unsubscribing from your list. If this number is high, it's imperative that you figure out when people are unsubscribing. If they're leaving after a specific email from your autoresponder, then you need to rewrite it. If they're leaving after they download your free offer, either your free offer isn't what they expected or you aren't following up with continued value.

- **Historical trends.** Use these trends to see how your emails are performing over time. You can compare how an email sent at the same time a year ago performed.
- **Mobile vs. Desktop.** This tells you whether subscribers are viewing your content on their mobile device or desktop computer. If you notice that a high percentage of users are viewing via mobile, it's a good idea to double check that your emails are optimized for mobile.

If you're not getting enough information from your metrics, you can design a survey to find out more from the people on your list. You can use [Survey Monkey](#) or Google Forms to create surveys for free.

Conclusion

In order to have a thriving email list, you must pay attention to the metrics that show you how your list is performing.

Don't take the feedback you receive personally, but do take it into account. Reply to any questions you get asked to further the relationship with your subscribers.

Your email list is a work in progress, so it's okay if you learn and make adjustments as you go. In the next module, we'll cover planning future content.

Brainstorming Activity:

1. Assess your progress by answering the questions outlined in the Action Guide.
2. Measure your metrics. Check what your metrics are after your welcome sequence has gone out.

Brainstorming Activity:

Measure Your List-Building Progress

1. Assess your progress by answering these questions:

Are you hitting your email list goals?

What have you learned about email marketing?

What has surprised you?

What has disappointed you?

What else have you learned about your subscribers?

How do you feel about the list building process?

Brainstorming Activity (cont):

Measure Your List-Building Progress

1. Measure your metrics. Check what your metrics are once your welcome sequence has gone out.

What is your open rate?	
What is your click-through percentage?	
How many unsubscribes do you have?	
What are some historical trends you've noticed?	
Are subscribers viewing?	

Module 9: Plan Future Content and Offers

Once you've reflected on your progress, you'll want to make plans for going further to increase your business and providing even more value to your clients.

In this concluding module, you'll review what you learned and plan out your next steps for list building and content development.

Step 1: Review the Course

Take some time to go through this course again. Flag anything you haven't completed and set deadlines for when you'll finish it.

Step 2: Set New Goals for Your Email List Building

As you start to accomplish the first goal you set for building your email list, it's helpful to set new goals aimed at growing your list even further.

Defining new goals will help you know what type of content to send to your subscribers and it will also make it easier to measure the success of your marketing.

Step 3: Revisit Your Customer Journey

As we said in Module 3, when you've specified your customer journey, you are more likely to see positive results, with increased sales and improved relationships with your ideal customers.

Thinking about the customer journey you outlined in Module 3, take into account the work you've done on this course since and ask yourself these questions:

- Is this customer journey still relevant?
- Do I need to tweak it?
- What steps can I add to it?

If you need to make changes, plan out how you'll take your client through the steps of the new journey.

Step 4: Determine Your First Paid Offer

The end goal is to convert your email subscribers into paying customers. In this step, you need to think about what you want your customers to buy from you. This could be a simple online course (based on your lead magnet), or a one-on-one session with you, or even a discounted product.

Ask yourself these questions:

- What will my paid offer be?
- How will I launch it?
- What are my goals for it? Think about your revenue targets and the challenges you want to help your customers with
- How will it help me nurture my relationship with my clients?

Step 5: Plan Future Content

Don't lose the momentum you created in planning your first email sequence. Make sure you have a plan for your future content. Remember: all content you develop must be relevant to your audience.

By planning your content, you:

- Stay in touch with your subscribers
- Nurture your relationship with them
- Build your brand
- Showcase your expertise.

Here are some ideas for content you can use in future emails:

- **Q&A.** Take the most popular questions you receive and answer them.
- **Mini case studies.** Write a case study to establish proof that what you're offering is valuable and of good quality.
- **Storytelling.** Use storytelling to share how you developed your products and services, and why you do what you do.
- **Resources you've just discovered.** Share what tools or resources are beneficial to you.

- **Websites you recommend.** Give a list of websites that you find extremely helpful or that you think highly of.
- **A blog post you like.** Spread the love and share a blog post that you found interesting or helpful.
- **An email challenge.** Include an email challenge to help your subscribers grow their skill set.
- **Give insight into your strategy sessions.** Explain why you give free strategy sessions and then offer a limited number based on criteria you decide.
- **Run a competition for a prize.** People love to win! Give them incentive to join your competition by offering a prize.
- **An 'offer' email.** Reward subscribers with a free service or virtual product, or give them a discount or coupon towards your product or service.

Conclusion

Your email list is a critical tool to grow your business. The goals of your email list will evolve as your business changes.

Keep thinking of ways to move your business forward. Plan concrete steps on how you will leverage your email list to do this.

Brainstorming Activity:

1. Review this course.
2. Write out your new list building goals.
3. Review the customer journey.
4. Outline your plan for your first (or next) paid offer.
5. Create a list of content ideas for future emails.
6. Detail other actions you need to take.

Brainstorming Activity:

Plan Future Content and Offers

1. Review this course & write out your new list building goals

New Goal #1:

Notes:

New Goal #2:

Notes:

New Goal #3

Notes:

New Goal #4:

Notes:

Brainstorming Activity (cont):

Plan Future Content and Offers

2. Review the customer journey.

Is this customer journey still relevant?	
Do I need to tweak it?	
What steps can I add to it?	

3. Outline your plan for your first (or next) paid offer.

Discovery Stage	<i>e.g.: Sign up for lead magnet like a free checklist / guide</i>
Relationship Stage	<i>e.g.: Sign up for low priced offer (an eBook, an email course, a Facebook challenge)</i>
Purchase Stage	<i>e.g.: Buy an Online Course</i>
Follow-up Stage	<i>e.g.: Sign up for a group coaching package that compli-ments the online course or to work 1-on-1 with the coach</i>

Brainstorming Activity (cont):

4. Create a list of content ideas for future emails.

Email 1:

Type:

Notes:

Email 2:

Type:

Notes:

Email 3:

Type:

Notes:

Email 4:

Type:

Notes:

Email 5:

Type:

Notes:

Brainstorming Activity (cont):

Plan Future Content and Offers

5. Detail other actions you need to take.

Action to Take:

By When : __ / __ / ____

Action to Take:

By When : __ / __ / ____

Action to Take:

By When : __ / __ / ____

Action to Take:

By When : __ / __ / ____

Action to Take:

By When : __ / __ / ____

Brainstorming Activity (cont):

Plan Future Content and Offers

5. Detail other actions you need to take (cont).

Action to Take:

By When : __ / __ / ____

Action to Take:

By When : __ / __ / ____

Action to Take:

By When : __ / __ / ____

Action to Take:

By When : __ / __ / ____

Action to Take:

By When : __ / __ / ____

Appendix 1: Power Words That Create Open-Worthy Email Subject Lines

Now

Creating urgency is an incredibly effective method of getting your emails opened. The short, direct and imperative nature of the word 'Now' is an excellent way to do just that.

Use it to encourage action by including 'open' in subject line phrases.

Examples:

Open This Email Now

Read Now

Don't Open This Now!

Welcome

Another word that's loaded with familiar connotations, 'Welcome' is the most popular word for your first contact with a new email list member.

Examples:

Welcome to Our Tribe!

Welcome, [Name]

Welcome!

Top

Use the word 'Top' when you're creating list emails. It's another quick and to-the-point word that people associate with brief and important information.

Examples:

The Top Ten Ways to [Action]

The 5 Tops Ways to Use [Product]

The Top Secret Tip for [Benefit]

How To

People love the opportunity to increase their knowledge and offering a 'How to' is another effective way to get a read. It's also a great follow-up message after a purchase.

Examples:

How to Use [Product] to [Benefit]

How to [Action]

How to Get [Result]

New

Another favorite, 'New' offers exactly what it says – something different. You're playing to people's intrinsic desire to be ahead of the game and be involved in something original.

Examples:

New Post: [Blog Post Title]

New: [Product]

Here's a new way to get [Result]

Vs.

The benefit of using 'Vs.' in an email again lies in the nature of the word itself. If you remember that people generally don't want to spend too long reading an email, using quick descriptive words are a great promise of an easy read.

Examples:

[Topic] vs [Topic]

[Past State] vs [Present/Future State]

Mistakes

Words with negative connotations are also extremely effective in catching interest. Use a word like 'Mistakes' to encourage the inquisitive 'where am I going wrong?' part of your readers.

Examples:

The Most Common Mistakes People Make When [Topic]

Mistakes You're Making When [Action]

Are you making this mistake?

Flash Sale

This one works for time sensitive offers and combines two separate ideas that readers love. The word 'Sale' speaks for itself... but adding the 'Flash' before that creates a sense of urgency that does wonders for open rates.

Examples:

Flash Sale: [Product][Discount]

Flash Sale – 24 Hours Only!

STOP!

Hard to ignore, this kind of command with stop the casual inbox-scroller in their tracks. Just be careful not to overuse this type of subject line or your readers will become blind to it.

Follow the command with an action for maximum effect.

Examples:

STOP! Read this before you [Action]

STOP [Action]!

Proof

You're competing against a barrage of other emails to get opened, so it's good to remember that your reader has probably seen a lot of it before... and might well be wary. Use a word like 'Proof' to validate your email content before they've even opened it.

Examples:

Proof That [Product] Really Works

Social Proof to [Validate Claim]

Your proof is inside...

You/Your

Using the word 'you' or 'your' in the subject line immediately makes people feel the email is specifically for them and personalizes it more. At the same time, avoid using 'I' or 'we', unless you're revealing something interesting and personalizing it that way. Eg, 'You'll never believe what I saw....'

If you have people's names in your autoresponder database, you can also use tags to put their first name into the subject line and take personalization to the next step!

Examples:

Did you see this?

Here is Your Tip of the Day

[Name], can I ask you a question?

More proven words and phrases to get your emails opened...

<u>Word / Phrase</u>	<u>Example</u>
What if...?	What if You Could [Action]?
Do	Do [Action] to [Get Benefit]
Avoid	Avoid [This] to Improve [This]
Try	Try [This] to Do [That]
Hack	12 Hacks to [Action]
Benefit	The Top Ten Benefits of [Product]
The Death	The Death of [Topic]
Advice	Proven Advice for [Audience]
You	You, the Authority on [Topic]
Imagine	Imagine that You Could [Action]
Lesson	The No.1 Lesson For The [Audience]
Problem	The Problem with [Topic]
Help	Can I help you?
Idea	Here's an Idea for [Topic]
+	[Topic] + [Related or Opposite Topic]

Appendix 2: 8 Leading Autoresponder Service Providers

1. **Aweber.com**

2. **MailChimp.com**

3. **GetResponse.com**

4. **ActiveCampaign.com**

5. **Hubspot.com**

6. **Convertkit.com**

7. **Drip.com**

8. **MadMimi.com**

Appendix 3: Top 10

Autoresponder Best Practices

1.

- Start with the end goal of your email messages in mind.

2.

- Set expectations with your readers from the beginning.

3.

- Keep your emails short and to the point.

4.

- Craft your subject line carefully.

5.

- Write a strong Call To Action for each email.

6.

- Be personable. Readers have to know, like & trust you.

7.

- Use formatting to make your messages easy to scan.

8.

- Use images in your emails to grab attention.

9.

- Before you hit send, check that everything flows well.

10.

- Use “Foreshadowing” to help make readers anticipate & look forward to your next email.

Appendix 4: 10 Autoresponder Mistakes To Avoid

- Trying to sell to your list before you've built a relationship with your readers.

1.

- Using the same old boring subject line each time.

2.

- Hitting send before you proofread & test your email messages.

3.

- Ignoring feedback you're getting from readers.

4.

- Not testing different your subject lines or types of email message.

5.

- Ignoring the data you get from tracking open rates, click through rates and sales.

6.

- Sending offers to your list without checking them out for yourself first.

7.

- Emailing your readers with offers for things you wouldn't buy yourself.

8.

- Not adding to your autoresponder series on a regular basis.

9.

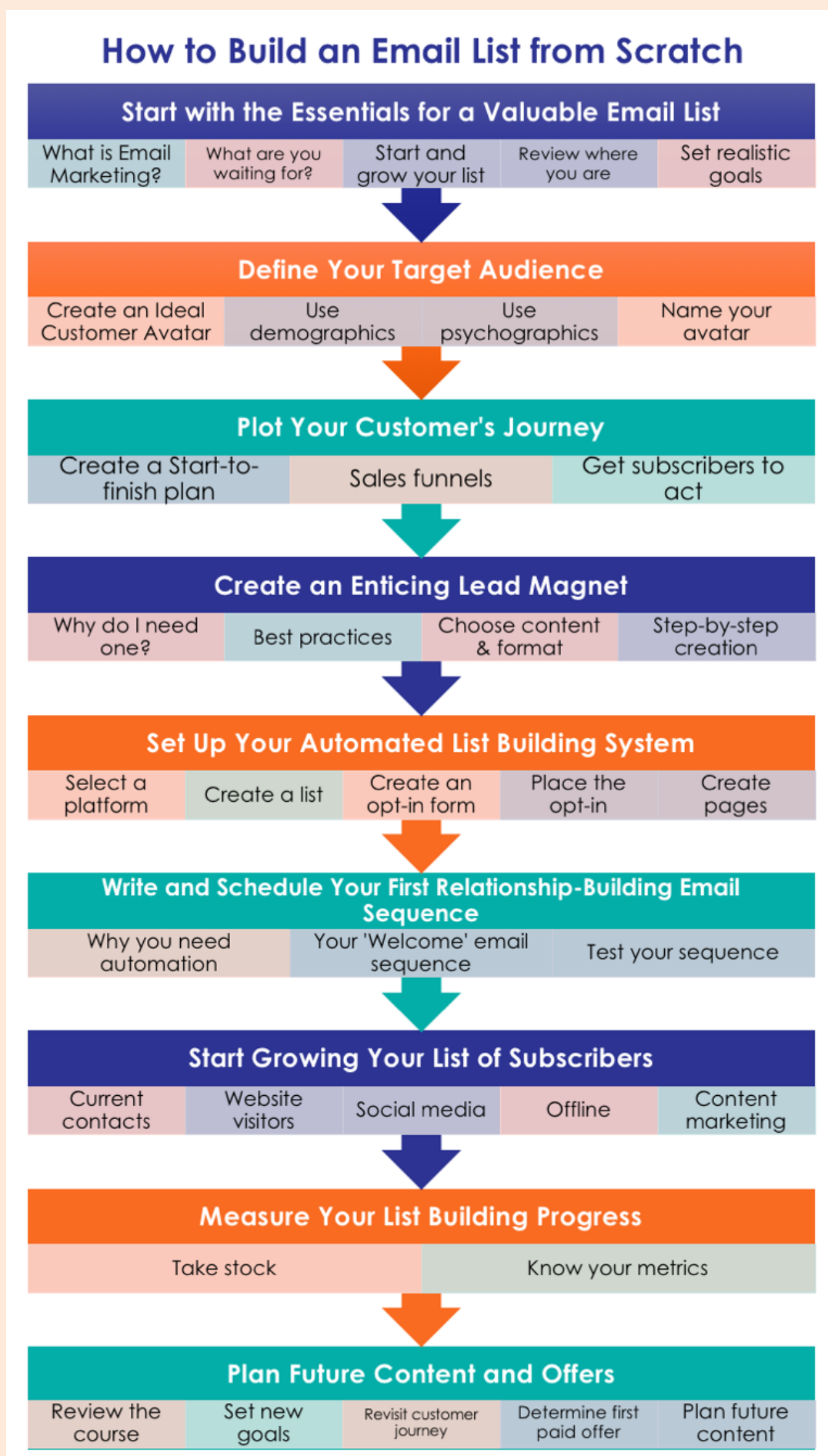
- Hiding your personality & not sharing anything about yourself with your readers.

10.

Appendix 5: 7 Rules For Highly Engaging & Effective eMail Marketing

- 1.** Be Personal. Write your eMail messages as though you are addressing one person only.
- 2.** Be Valuable. Only eMail your list when you have something truly helpful to say.
- 3.** Be Generous. Sprinkle in some great free content amongst your promotional emails.
- 4.** Be Real. Make sure to use your real name & a From email address you do actually check.
- 5.** Be Trustworthy. Having opted-in to your list, tell people clearly what they can expect.
- 6.** Be Natural. It's OK to use subscribers names in emails, just don't overdo it.
- 7.** Be Empathetic. Remind your subscribers that they are not alone & you want to help them.

Appendix 6: An Email List from Scratch



Appendix 7: Email Series Planner

The Product/Service You're Going To Promote...

Email Series Planner...

How Many Emails in Sequence	
<i>Send Email #1 on Day 0</i>	n/a
Days Gap Between Email	
<i>Email #2</i>	
<i>Email #3</i>	
<i>Email #4</i>	
<i>Email #5</i>	
<i>Email #6</i>	
<i>Email #7</i>	

Your Story & How It'll Breakdown...

Your Story...

Email #1

Email #2

Email #3

Email #4

Email #5

Email #6

Email #7

Email #1

Day 0

Subject :

Headline (if using one)

Para #1

Para #2

Para #3

Para #4 (Call to Action)

Link To:

Cliff Hanger Until Next Time:

P.S.: (Repeat of Call to Action)

Email #2

Day __

Subject :

Headline (if using one)

Para #1

Para #2

Para #3

Para #4 (Call to Action)

Link To:

Cliff Hanger Until Next Time:

P.S.: (Repeat of Call to Action)

Email #3

Day __

Subject :

Headline (if using one)

Para #1

Para #2

Para #3

Para #4 (Call to Action)

Link To:

Cliff Hanger Until Next Time:

P.S.: (Repeat of Call to Action)

Email #4

Day __

Subject :

Headline (if using one)

Para #1

Para #2

Para #3

Para #4 (Call to Action)

Link To:

Cliff Hanger Until Next Time:

P.S.: (Repeat of Call to Action)

Email #5

Day __

Subject :

Headline (if using one)

Para #1

Para #2

Para #3

Para #4 (Call to Action)

Link To:

Cliff Hanger Until Next Time:

P.S.: (Repeat of Call to Action)

Email #6

Day __

Subject :

Headline (if using one)

Para #1

Para #2

Para #3

Para #4 (Call to Action)

Link To:

Cliff Hanger Until Next Time:

P.S.: (Repeat of Call to Action)

Email #7

Day __

Subject :

Headline (if using one)

Para #1

Para #2

Para #3

Para #4 (Call to Action)

Link To:

Cliff Hanger Until Next Time:

P.S.: (Repeat of Call to Action)

NOTES

NOTES

NOTES

About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they are qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you are an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I am certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to www.3dconsultingservices.com/call and select the appointment time that is most convenient for you.

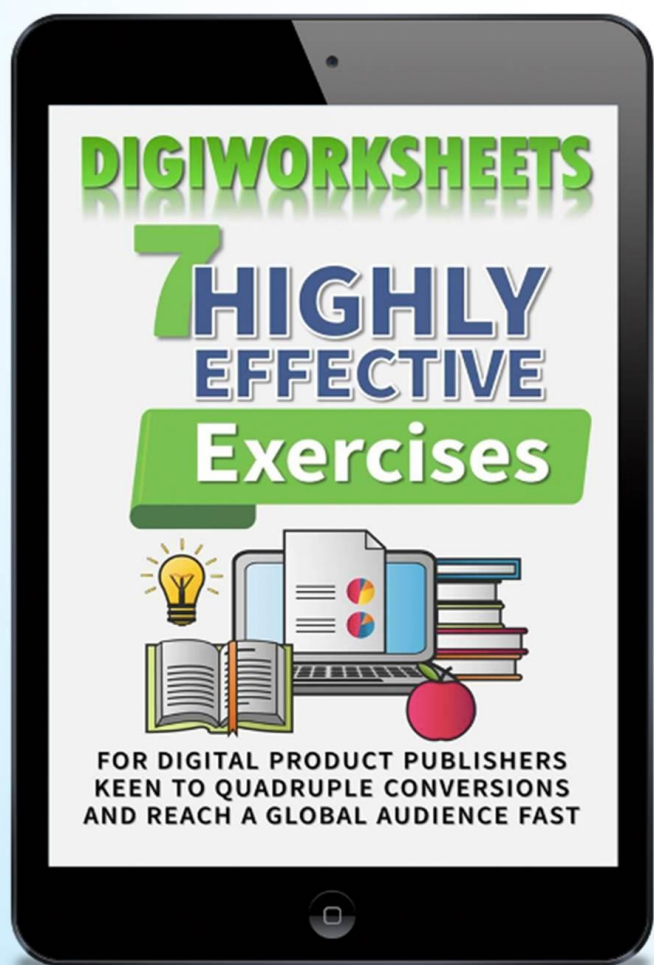
There is no charge, and when we talk, I promise to provide you with at least one strategy you could implement immediately, which will transform how you win new clients in the future!

And, whether you decide to get in touch or not, may your God always go with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

Tim

Discover 7 Highly Effective, Value-Adding Coaching Exercises Guaranteed To Boost Your Own Digital Product & Online Course Sales That You Can Start Using Today...



You'll Truly Appreciate How Well These Exercises Work Very Soon After You've Completed Them!

Whether you sell your own digital products or online courses on a third party platform like Amazon, Udemy or just your own local website, you're about to find out how you can quickly and easily make considerably more money from doing it...

So if you want to learn how you can easily set yourself apart from all the other suppliers in your market, take a quick look at this new course right away and then start by completing the first exercise, and you'll quickly see what excellent value it represents.

Get Access Now!



3d Consulting Services

Magnify Your Mission : Multiply Your Reach