



## Email Marketing

If you do not have an email list, you are leaving money on the table. An email list is a fast easy way to speak to and engage with your audience regularly on your terms. There are many misconceptions around email list but in this month's training we are going to cover some of the basics of starting, growing and sustain an email list

We will cover:

1. The goal of your email list
2. How to start collecting email addresses (opt-in)
3. Option of email providers
4. What to email
5. How often to email
5. Your subject line



**Let's start creating a great a great email list:**



## Your goal

Like everything else, your email list must have a goal attached to it because without a goal, you will start to wing it and then stop being consistent. We do not want that! So let's develop a goal

My email list is for (Who? List the persons or types of persons who should be on your list)

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My email list will share (Outline what valuable information you want to share with the persons on your email list)



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After reading my emails, I want people to (state some of the things you may want readers to do like buy, contact you, share something, join something)

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## Email Marketing Tools

There are many options for email marketing tools, but you choose the one that makes sense not just for your budget but for your budget.

Here is a list of choices to choose from including

1. Mail Chimp
2. Aweber
3. Get Response
4. Convert Kit
5. Infusion Soft

As a beginner, I would suggest you start with Mail chimp and upgrade as your list grows. View this short (5 minute) video on how to set up your mail chimp account- [https://youtu.be/daA4NoU\\_9W4](https://youtu.be/daA4NoU_9W4)

## My Opt-in



What is an opt-in? An opt-in is one of the tools you use to grow your email. It is a valuable piece of information that you give your clientele in exchange for their email address. Let's create a few opt-ins

What are some things you can give to your clients in exchange for their emails

1. Discount code
2. Free consultation
3. Access to limited edition items
4. Cheat Sheet/PDF Document/Ebook



Make a list of at least 5 things you can offer your clients

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Based on the 5 things you have identified we will create an opt-in to share with your audience.

For a shop or boutique, you can promise them a discount or loyalty card only if they opt-in. You can promise first dibs on the latest designer wear or perfumes. Anything you know your ideal clients will lap up quickly is what you offer and you deliver via email.

## What to Email

You email what you know. Everyday you post on your social media platforms at least 2-3 times a week. You post tips, videos, images about your product or service.

A great way to always have content for your email list is to repurpose what you post on Facebook, Instagram or LinkedIn. You do not have to scratch your head everyday trying to figure out what to write with your clients.

You can do this because many of the people who may be on your list may not be on social media. Even if they are on social media and because of the speed of social media, they tend not to see what you post unless they only have 5 friends!!

Turning your social media content as an email is another strategy to connect with your ideal clients. Even if by chance they have already seen it on your social media, the email will reinforce what you intended. Reading it a second time will not hurt at all.



Make a list of the last 10 things you posted about your business on social media

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- If you have a blog, share the link
- If you do live videos, share the link
- If you wrote a really great post, copy and paste it
- If you got featured or interviewed, share the link
- If you are having a sale, share the flier with some content

Whatever you share on your social media, you can share via email. And because you post often on social media and email just a few times a week, you will always have content to send.



## How Often to Email

As often as you wish!

Now you are thinking that people will get tired of you of hearing from you and seeing from you popping up in their email, but it is just not true. What they get tired of is if the email has the same thing flier and information over and over.

And if they are receiving emails from you then they opted to get emails from you and it is your duty to send them emails as regularly as possible.

This is something you have to test out with your clients to see how they respond.

Getting unsubscribes should not make you panic. It is a great way to weed out who is your ideal client or not. Start off by sending 1, then increase as you see fit and test out the response and open rate over a period of 1 month to determine the rhythm that your ideal clients prefer.



## Your Subject Line

Many people overlook this simple detail. A boring subject line will never encourage anybody to open your emails because they are getting tons of emails everyday. Your subject line should

1. persuade
2. sometimes shock
3. sometimes be humorous
4. be tied to the content of the email

Some headlines that do not work include the following

1. New items in stock
2. More xxxx

Headlines that get opened

1. I just got engaged!
2. A 20% discount is yours
3. How to XXXX (insert your clients biggest challenge here)

Headlines that speak directly to their needs and wants and the results they expect always get opened. Let's create some fun, engaging and opening subject line. Make a list of the 5 emails you recently opened in your inbox and recreate them for your own business

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