



Master the Science of Email Marketing

Learn to turn email into a powerful sales channel.





Hey, it's Kay!



10 YEARS IN CORPORATE CONSULTING

Specializing in marketing and analytics.

CLIENTS MAKE MULTI-SIX AND SEVEN FIGURES

Using proven strategies.

LAUNCHED MY COACHING BUSINESS IN 2021

Helping six and seven figure CEOs scale up their sales with confidence.

CAT MOM TO RICKY AND BENNY

Cat rescue volunteer and cruelty-free lifestyle liver.





Ricky



Benny



Foster cat





What You'll Learn Today



- TYPES OF EMAILS YOU SHOULD SEND
- HOW TO INCREASE OPEN RATES
- HOW TO IMPROVE CLICK-THROUGH RATES
- HOW TO STRUCTURE AN AUTOMATED SEQUENCE FOR YOUR FREEBIE





3 Types of Emails You Should Send





Types of Emails



Type

Goal

Informational

Give value, demonstrate expertise, nurture leads.

Promotional

Introduce an offer and then sell it.

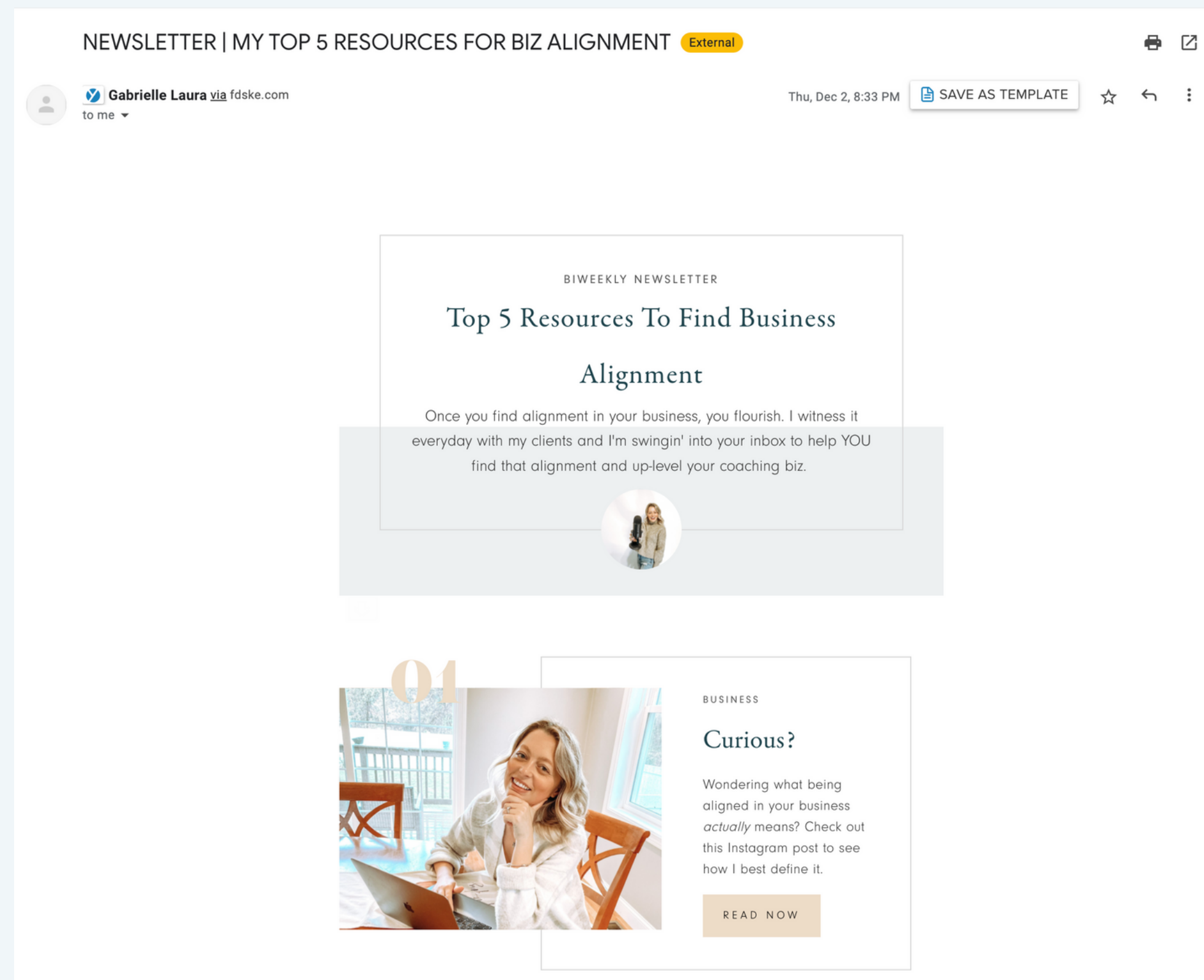
Automated

An email that's triggered by an action or event and not manually scheduled to go out at a specific date and time.



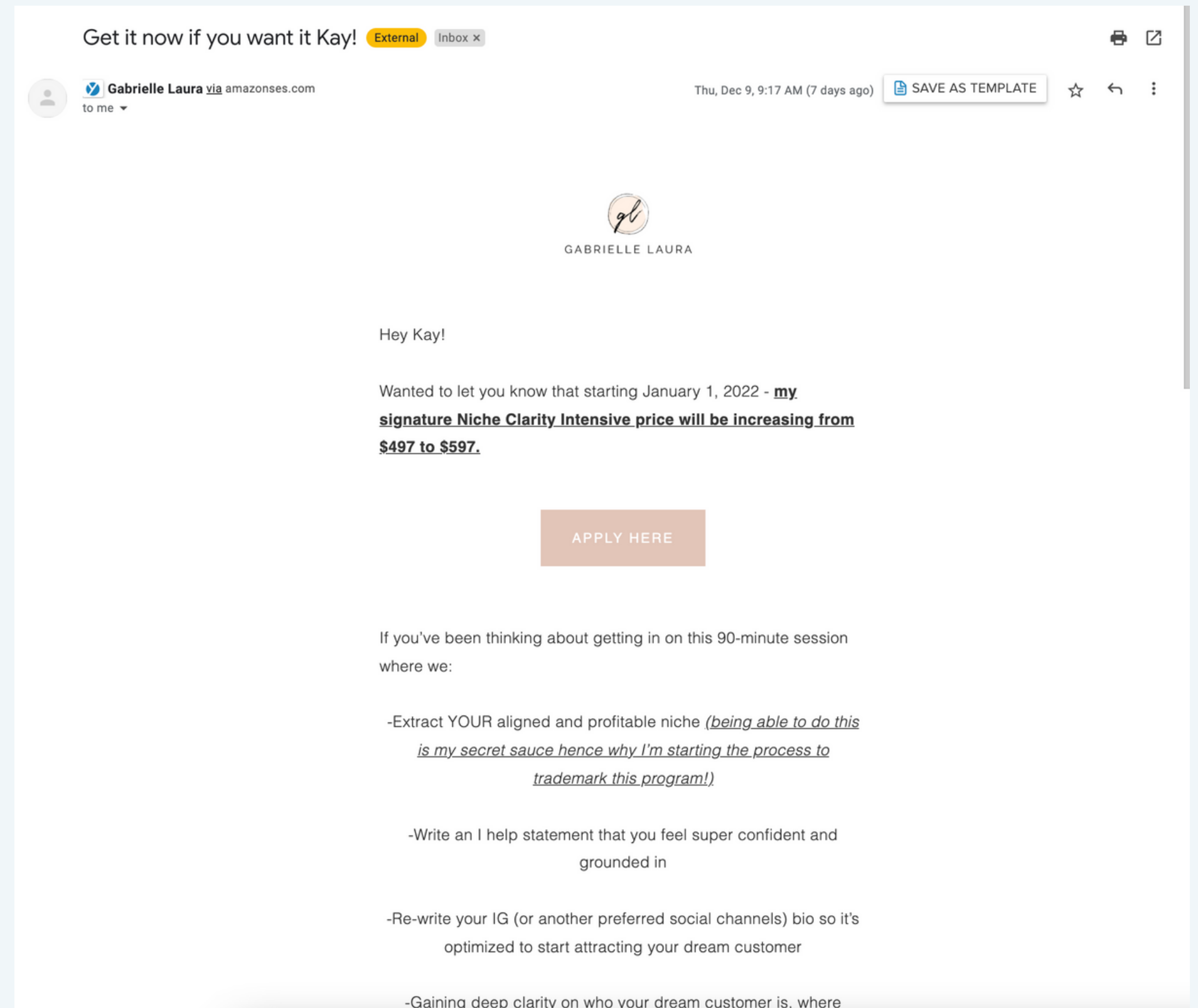
Informational

- Newsletter
- Weekly email with tips
- Don't say it all in the email
- Get people to click to your site
 - Get them familiar with site
 - Give them a chance to explore
 - Get them used to clicking emails



Promotional

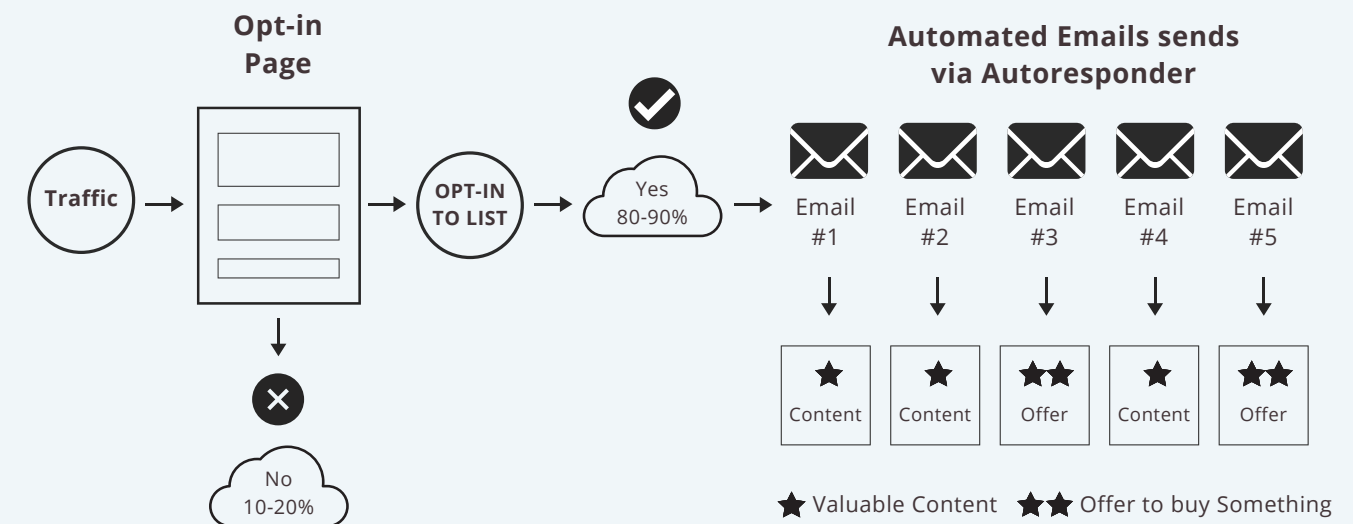
- Sales email
- Don't be shy
- Be clear and specific about benefits
- Include a testimonial / success story
- Have a button + a text link
- Don't feel like you have to say it all in the email
 - Link to your sales page
 - No one can buy INSIDE your email



Automated



- Triggered based on a user action
- Sequenced out over time
- Blends informational and promotional emails to nurture and sell



How to Get People to Open Your Emails

Your open rate is important because no one can read your message if they never see it.

Why Increase Your Open Rate



Email List Size: 5,000

15% open rate
= 750 opens

25% open rate
= 1250 opens

15% click rate
= 112 clicks

15% click rate
= 187 clicks

5% conv. rate
= 6 sales

5% conv. rate
= 9 sales

If each sale is \$1500
this is \$9000

If each sale is \$1500
this is \$13,500



How to Increase Your Open Rate



1. Send emails at the right day and time.



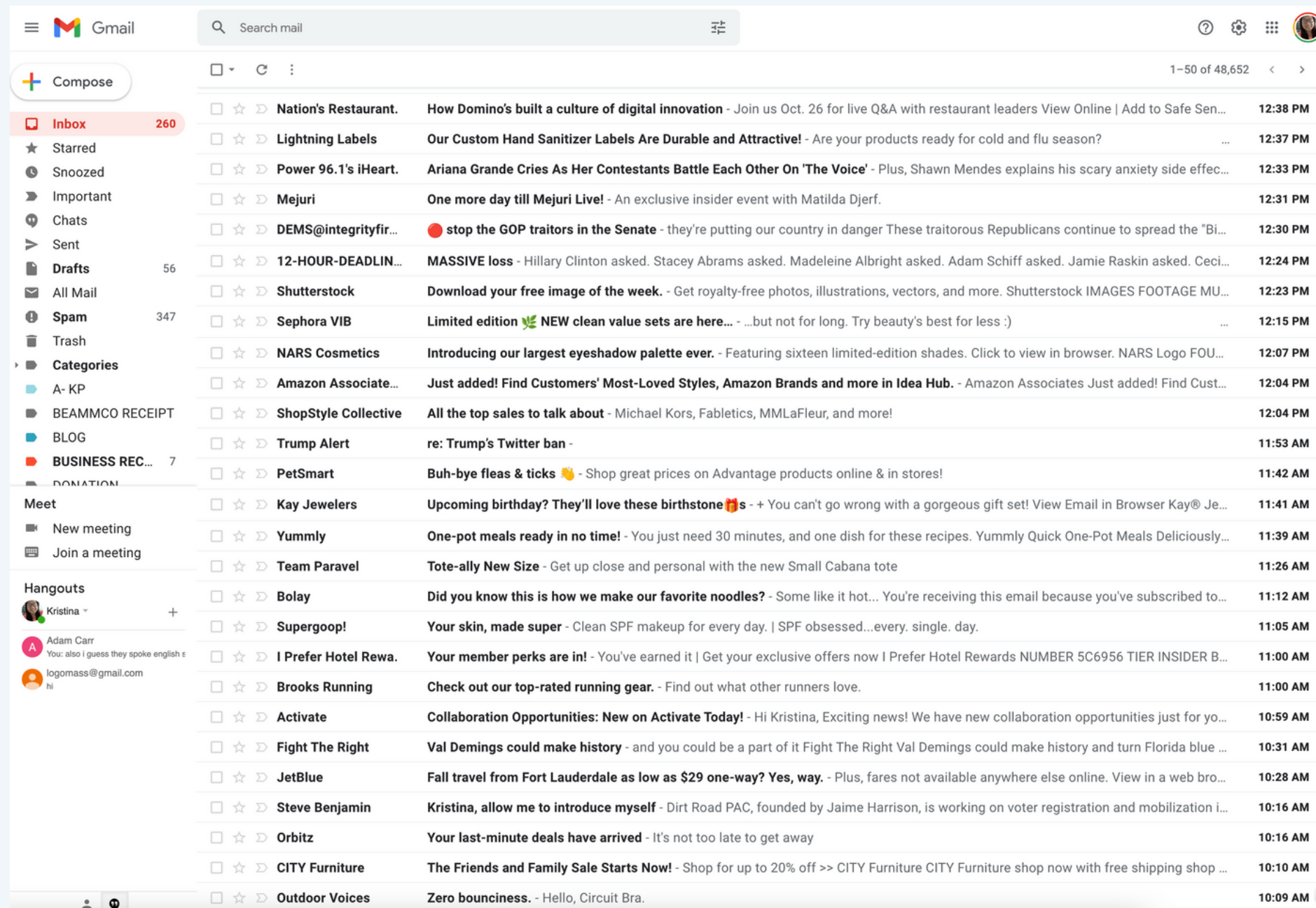
Source: Co-schedule's review of 14 email marketing research reports.



How to Increase Your Open Rate



2. Use emojis in your subject line.



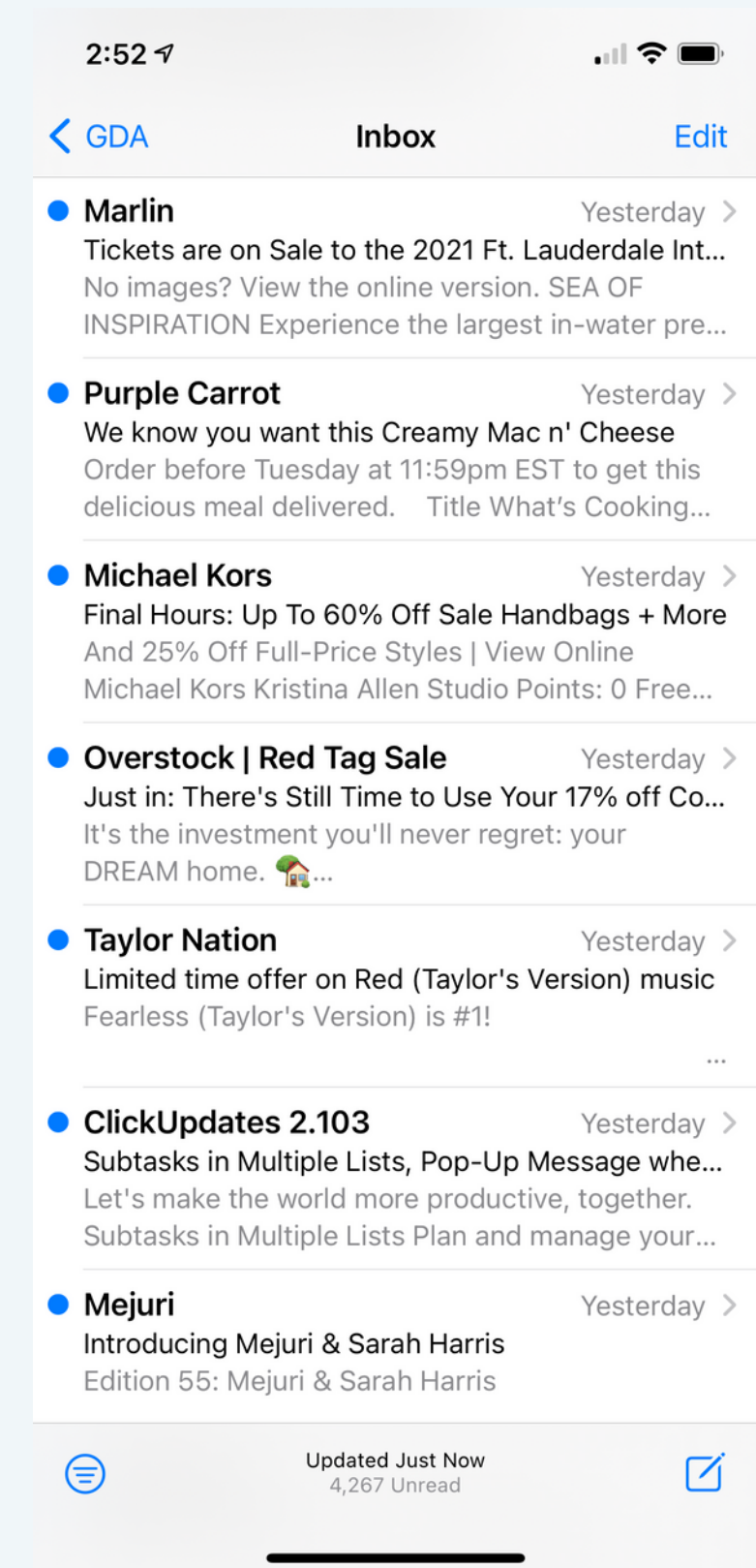
Emojis can double your open rate by helping your email to stand out.



How to Increase Your Open Rate

3. Write a Benefit Driven Subject Line.

- Don't write a self-serving subject line
- Don't write a super generic subject line
- Don't write a click-bait headline
- Make it benefit driven for the recipient
- Make sure the benefit doesn't get cut off
 - Especially on mobile



How to Increase Your Open Rate



Self Serving:

My email course is now open for enrollment!

Benefit Driven:

Learn How to Increase Your Email Open Rates!



How to Increase Your Open Rate



Too Generic:

3 Breakfast Recipes

Benefit Driven:

3 Breakfast recipes to lower blood pressure!



More Subject Line Examples

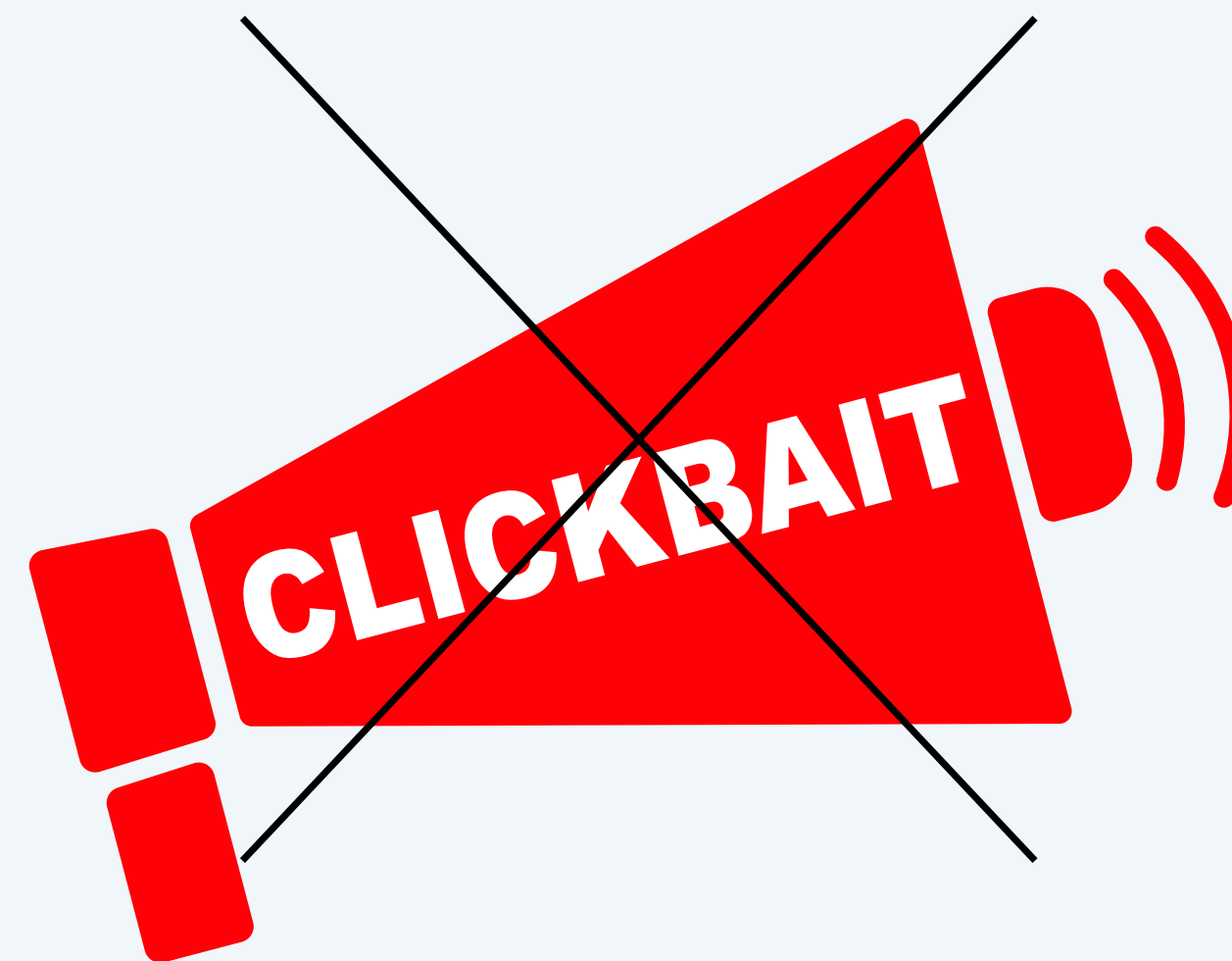


Good subject lines:

- 5 Tips for Getting Better Sleep
- Learn How to Wake Feeling Refreshed
- Enrollment is Open for the Sleep Hygiene Course
- Learn How Sarah Improved Her Productivity

Bad subject lines:

- Open for a surprise!
- You won't believe this!
- I'm Ready to Welcome You
- You Won't Believe What I Did!



How to Increase Your Open Rate



Summary:

A benefit-driven subject line for an email sent at the right time will generate your best open rate!



How to Get People to Click Your Emails

Your click through rate is important because no one can make a purchase or schedule a discovery call from inside of an email.

You have to get them to click to go somewhere.

Why Increase Your Click-Thru Rate



Email List Size: 5,000

20% open rate
= 1000 opens

20% open rate
= 1000 opens

5% click rate
= 50 clicks

15% click rate
= 150 clicks

5% conv. rate
= 2 sales

5% conv. rate
= 8 sales

If each sale is \$1500
this is \$3000

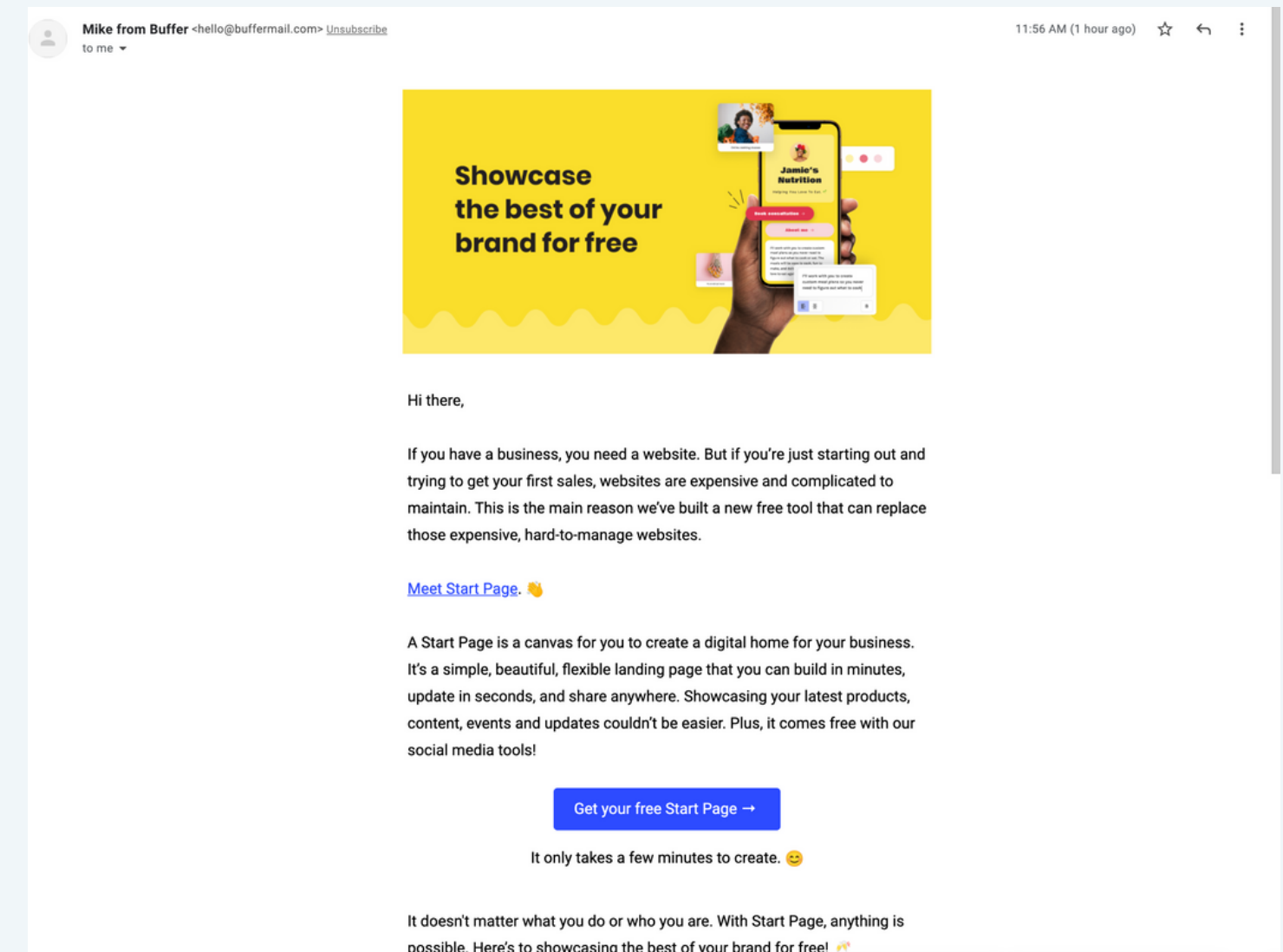
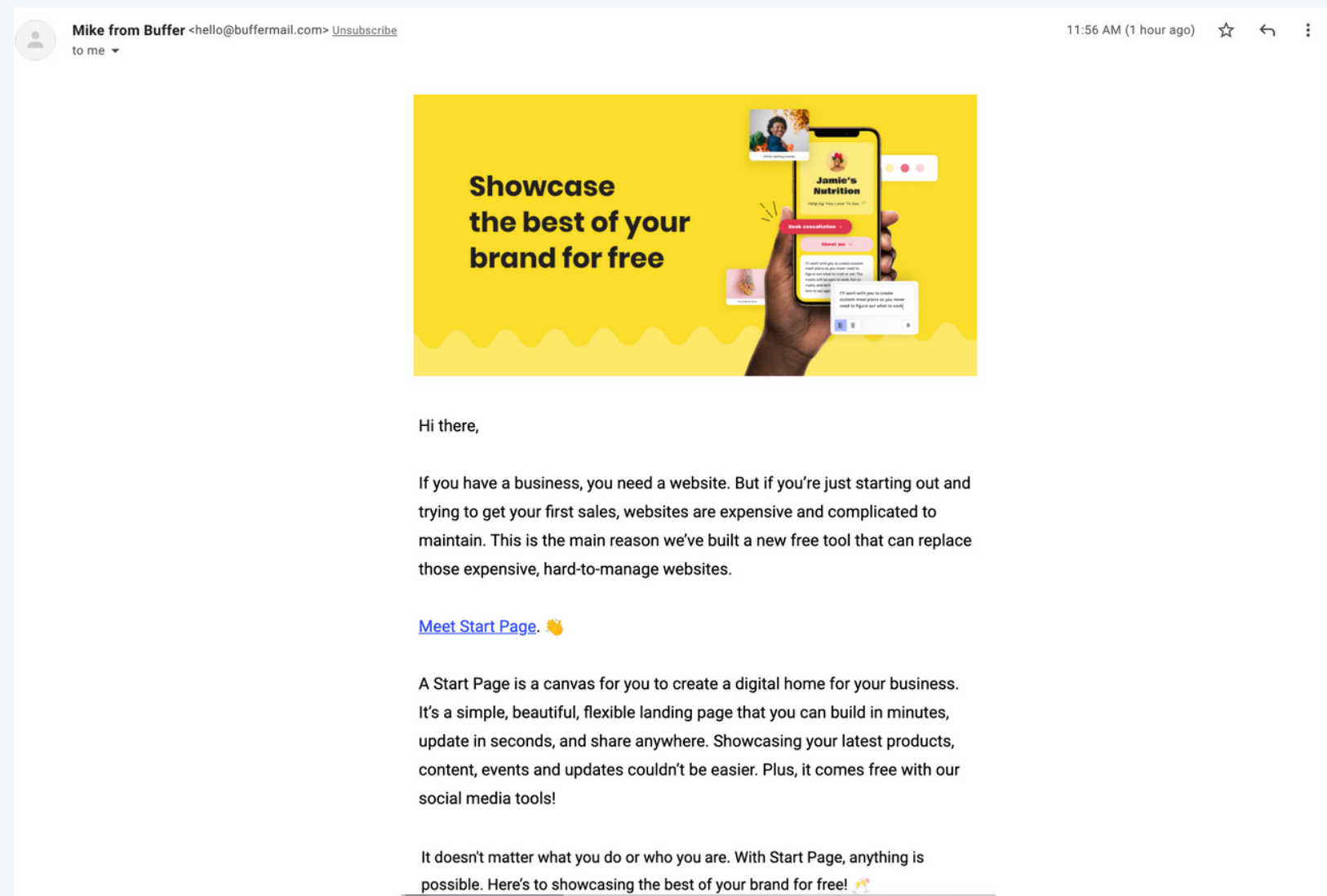
If each sale is \$1500
this is \$12,000



How to Increase Your CTR



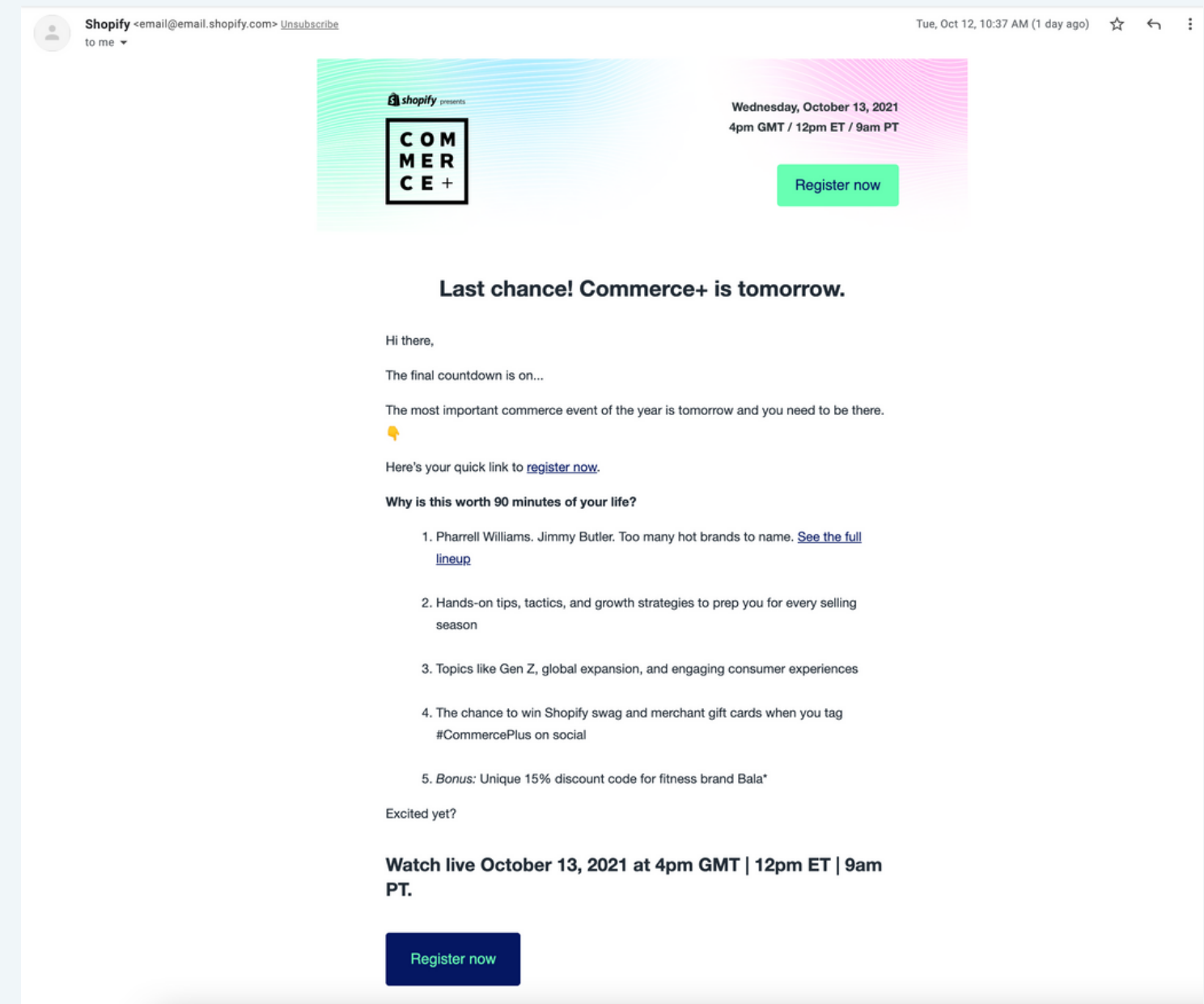
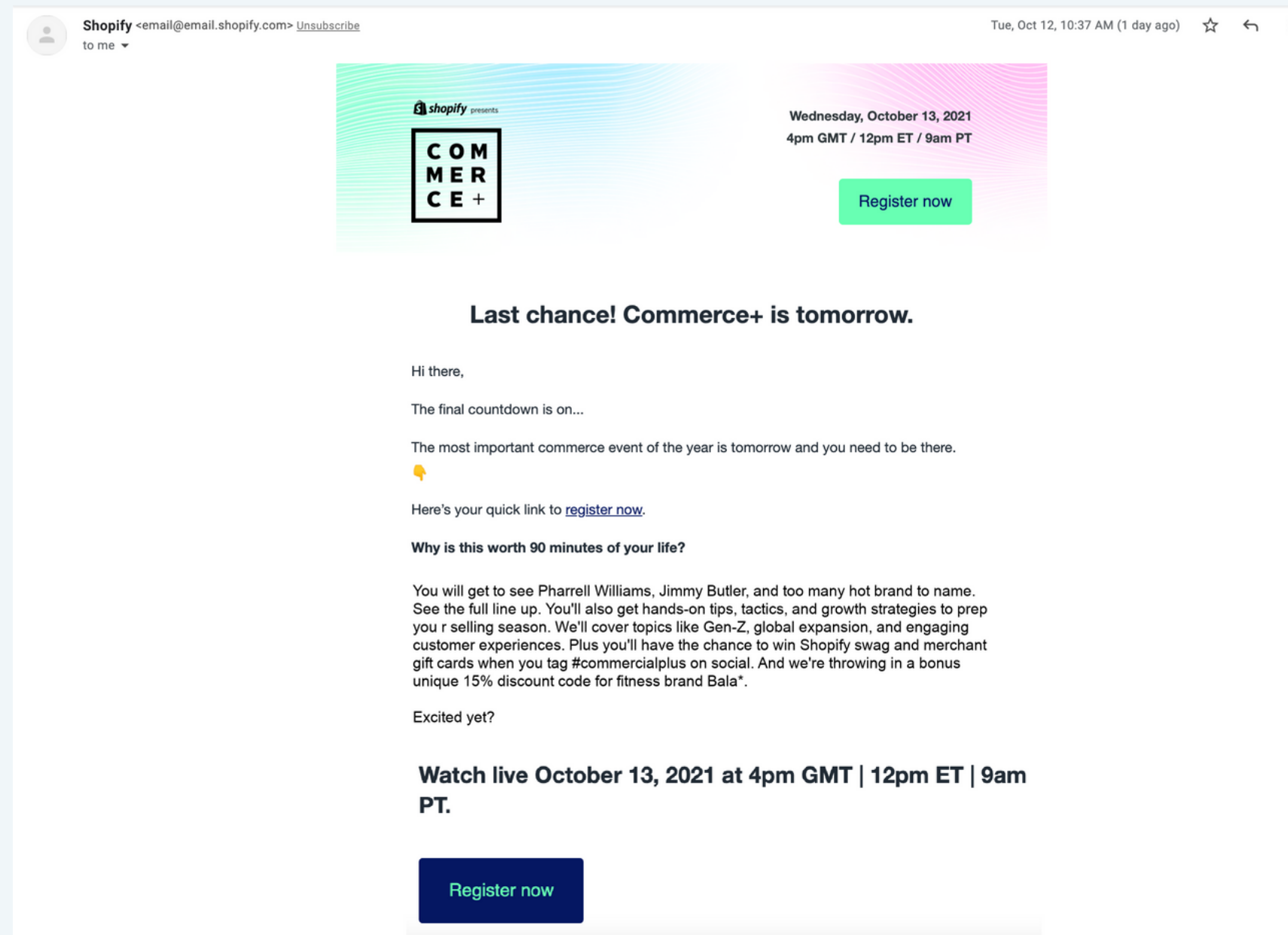
1. Use a colorful button that stands out.



How to Increase Your CTR

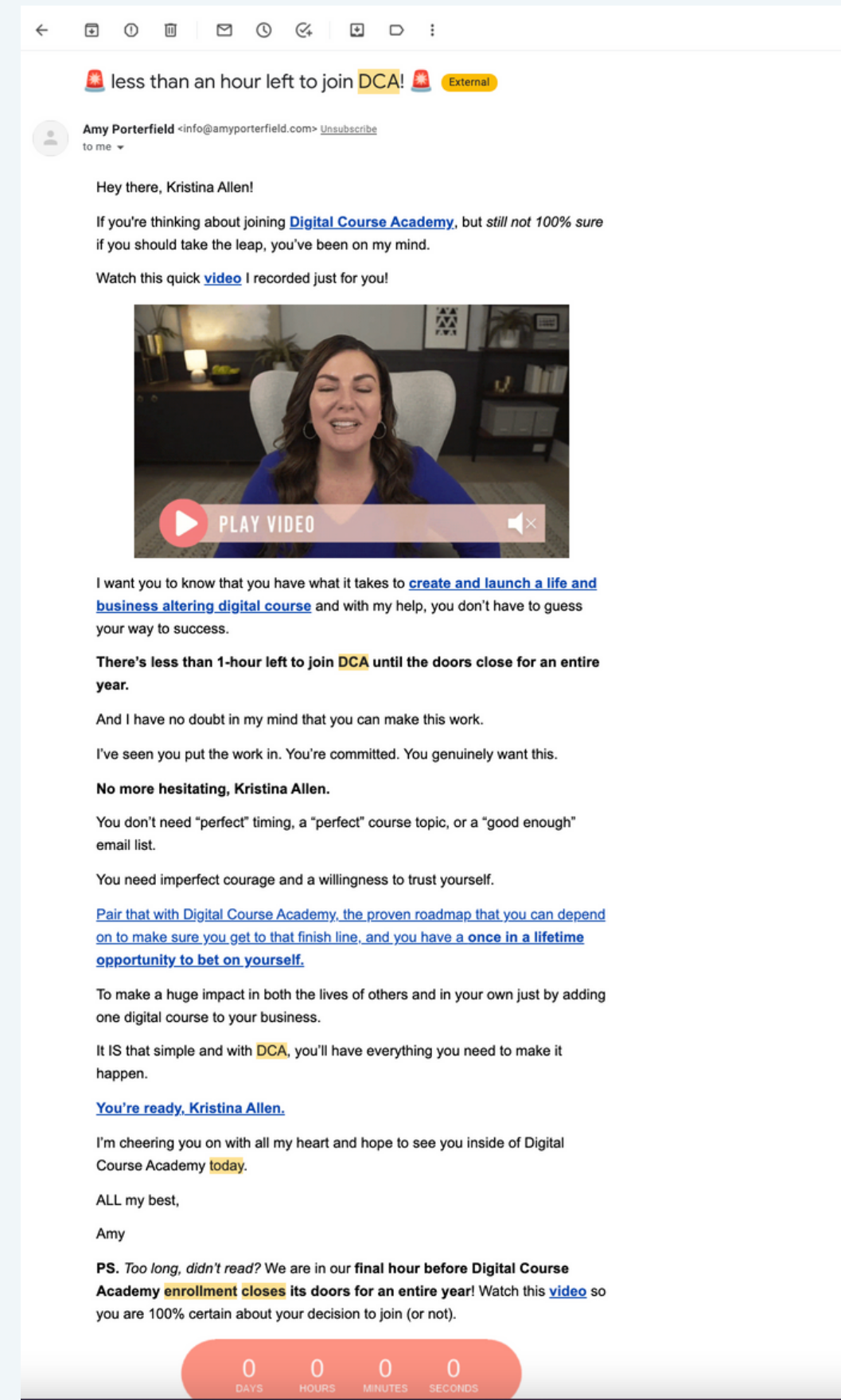
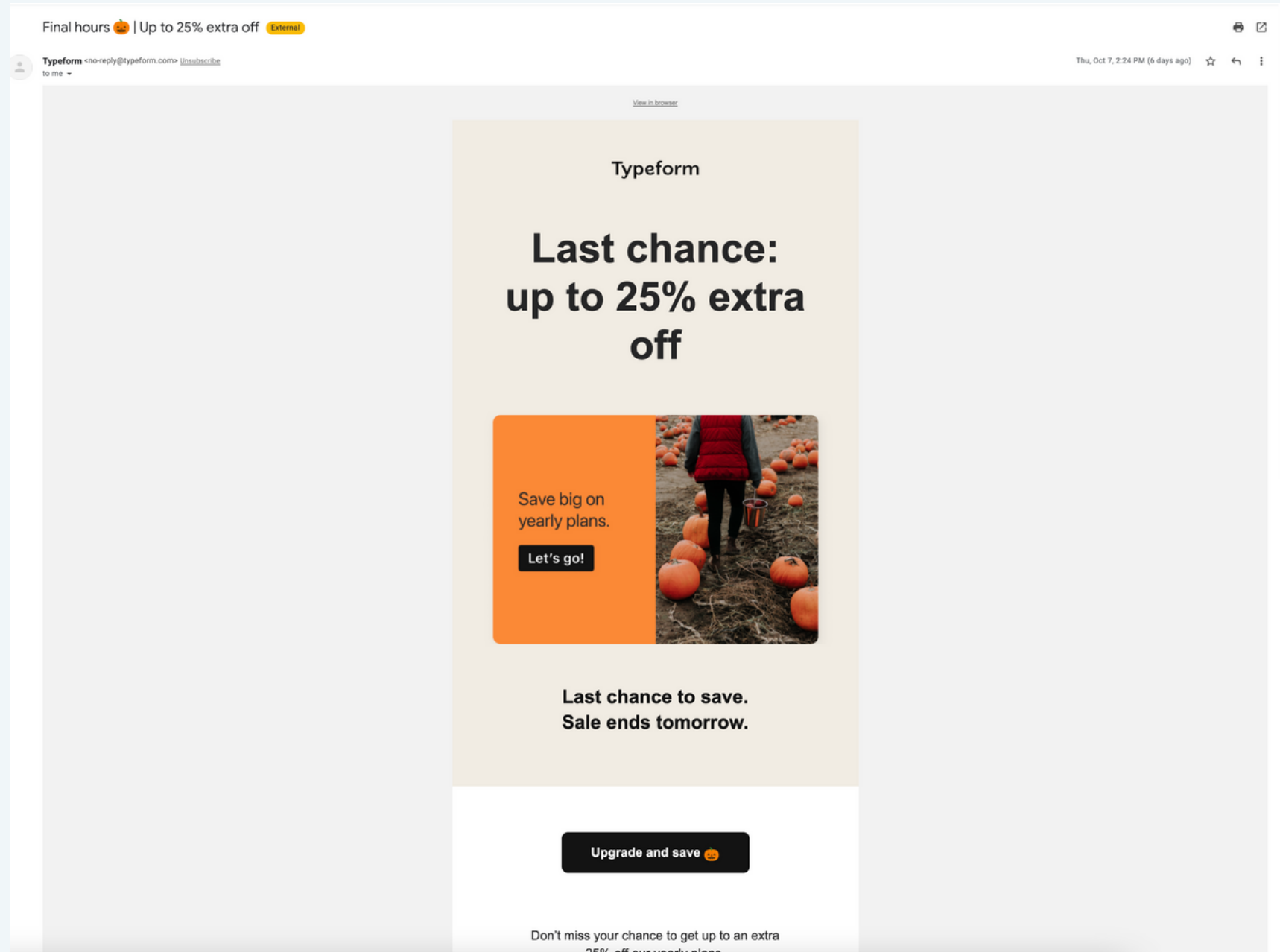


2. Use bulleted lists to call out key benefits.



How to Increase Your CTR

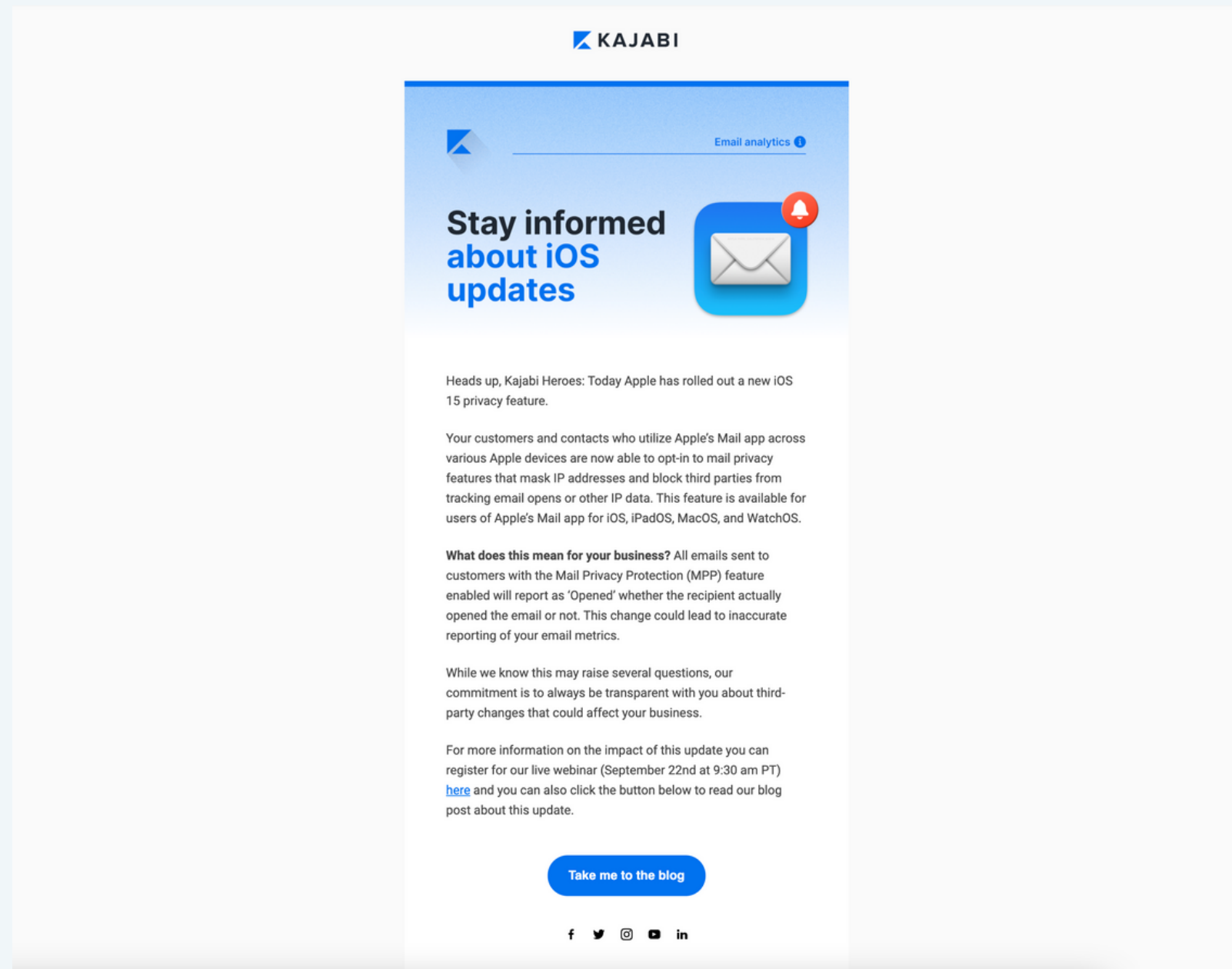
3. Create Urgency



How to Increase Your CTR



4. Segment Your List



Don't email your whole list every time.

Send specific messages to the right segments of your list.



How to Increase Your CTR



5. Nurture & Build Trust

Make ✨This✨ a Marketing Priority! External

Kay Allen-Carr <kristina-allen@v.kajabimail.net> to me

Fri, Sep 24, 8:11 AM


[View in Web Browser](#)

Hi Kristina,

🕒 99 days.

That's how long we have until the new year.

Ninety-nine days, just over three months, a little more than one quarter of the year. There is PLENTY of time for you to hit big business goals! 🌟🌟🌟



If growing your email list isn't on your agenda, it's time to add it now.
It's a seriously important part of any company's marketing mix.

Here's why:

- 1. The bigger your list, the easier it is to sell your offers.**
Asking people to "click the link in bio" on Instagram is annoying because it adds an extra step in the conversion process.
When you send an email you can link directly to your sales page, making conversion much easier!
But email can only help you generate conversions if you have an email list you can send to - so grow that list!
- 2. You can use email to send targeted offers to people who meet specific criteria.**
Want to upsell someone from a freebie into a low cost offer? Go for it!
Want to provide a mid-ticket offer to everyone who has purchased your low ticket? No problem!
Using organic social media you are speaking to the masses. With email you can get really specific!
Specific is good, specific sells.
You know this because you picked a niche for your business so you could get

✨ The Black Friday Offer Masterclass Has Arrived in Style! ✨ External


Kay Allen-Carr <kristina-allen@v.kajabimail.net> to me

Wed, Sep 29, 5:25 PM

[View in Web Browser](#)

Hi Lauren,

The [Selling Your Black Friday Offer masterclass](#) has arrived in style just in time for you to start preparing!



In this on-demand masterclass you'll learn the six things you should do to prepare for, launch, and sell your Black Friday offer, including:

- How to choose the right offer to sell on Black Friday (what sells well and what doesn't)
- When to start teasing your offer to get your audience excited to buy it
- How to promote your offer to ensure your audience sees it on a day when there is fierce competition for attention

I coach you on exactly when to start sharing your offer on social media, the types of posts that will generate demand for your offer, and when to send your promotional emails.

This masterclass is packed with action-based advice - not fluff!

And today you can get it for the early bird price of just \$55!

[Register for Black Friday Masterclass](#)

* See a [sneak peek of the masterclass](#) and get early bird pricing today!

Cheers to your success! 🌟

All my best,
Kay



Automated Emails vs Scheduled Emails

A scheduled email is one you manually send at a specific date/time to people you select off of your list.

An automated email is one that goes out on its own whenever a single person takes an action (e.g. download a freebie).

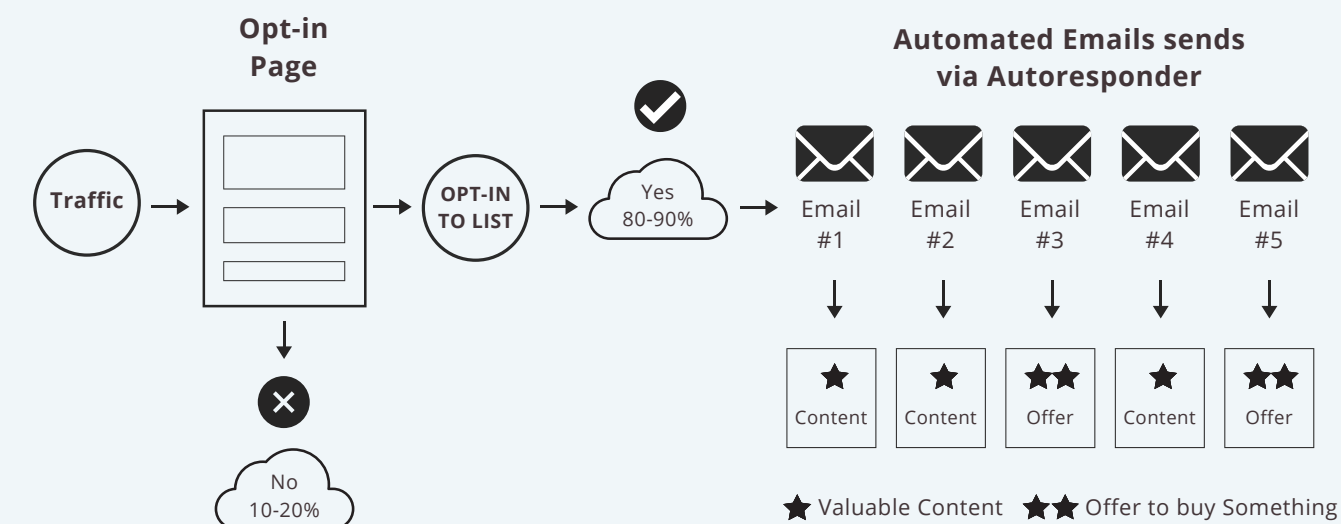
Automated Emails



You may have heard people talking about setting up an email sequence.

What is an email sequence:

- A set of emails triggered by an action that get sent based on time or other actions.



Usually, Your Freebie Kicks It All Off

Why a Guide / PDF / Downloadable is the way to go

- Get value immediately
- If it's 11pm at night they can skim for now
- No need to commit 30, 45, 60 minutes immediately
- Not disruptive

A downloadable guide is an EASY yes for your ideal client!

GET THE FREE GUIDE

5 WAYS TO GO FROM \$100K TO YOUR FIRST MILLION!

Created By Kay Allen-Carr

Hey there, coach WELCOME

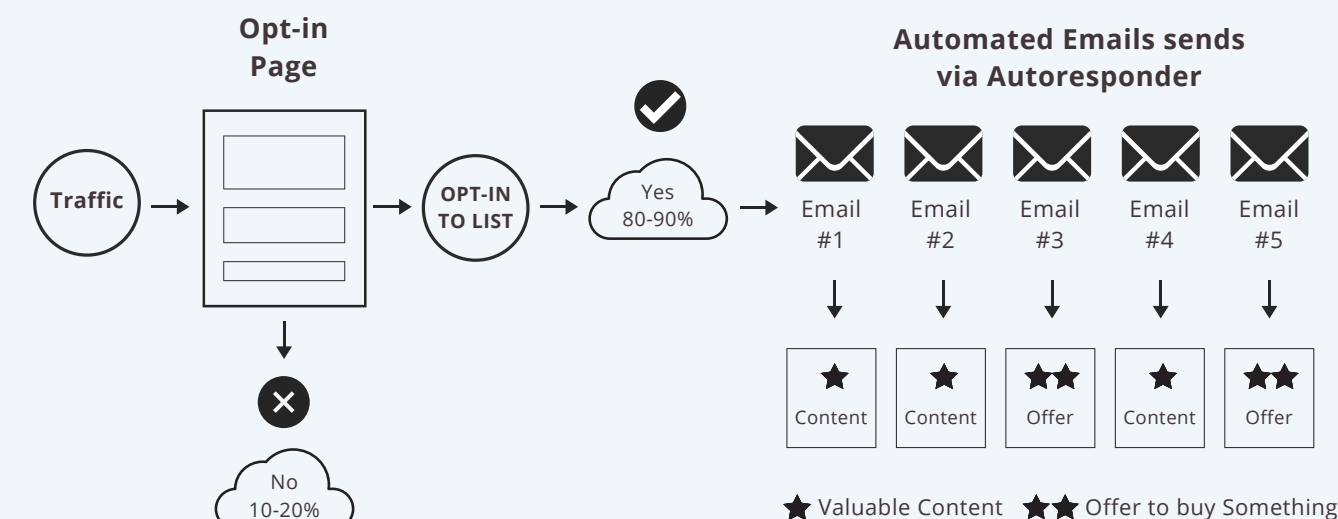


Lead Nurture with Email Sequences



How to build an email sequence:

- Start with an outline of 5 emails
- Space out your emails... but not too far
- Create an outline with your CTAs for each
- Give value more than you sell
- Build from a low ticket *and* a high ticket offer
 - Or build up to your high ticket offer

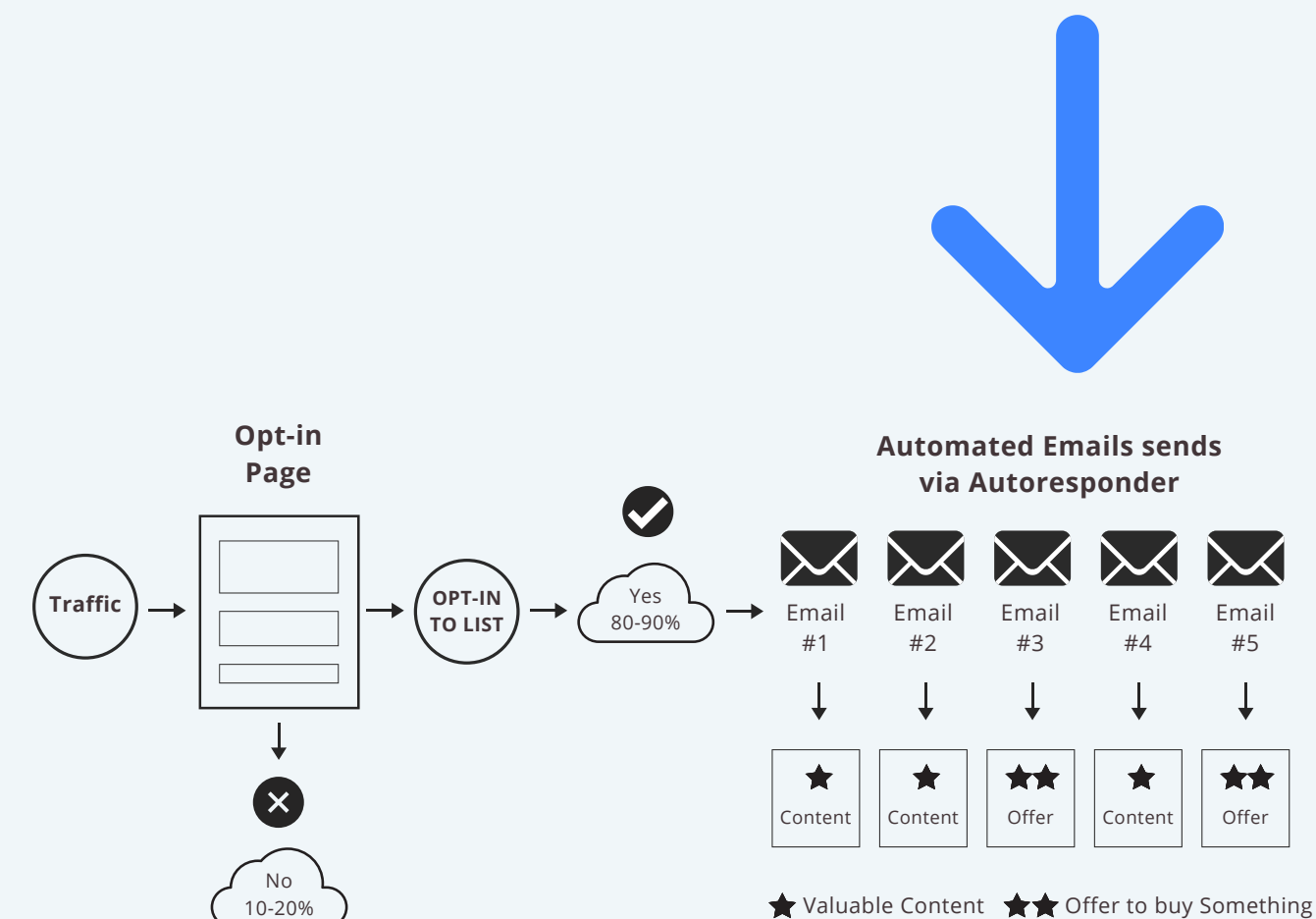


Your Three Offers



Why three offers is the magic number in your email sequence

- Freebie (ex: Guide)
 - builds trust and shows subject matter authority
- Low ticket (Masterclass or 60/90 Min Intensive)
 - easy yes so that leads see your ideal client sees they can pay you for more value
- High ticket (group program, course, or 1:1)
 - generates the revenue for you and the big transformation for your ideal client



Building Your Email Sequence



Email 1:

- Personalize email with person's first name
 - This is how you relationship build without 1:1 touch
- Hooray! Your freebie is here!
- You're now going to be able to _____.
- I created this freebie and started my business because _____.

Email 1: Send Immediately Upon Opt-In

Hi **FIRST NAME**,

Your **NAME OF ITEM** has arrived!

You can **download it now**, and re-access it any time.

I am passionate about helping people who _____.

As a _____ some of the ways I help my clients include:

- Result 1
- Result 2
- Result 3

Did you know that _____.

That's what I'm here to help you with.

You can follow me on Instagram @username or Like my page on Facebook for daily tips. I'll also email you from time to time with advice you can use right away.

Enjoy your **NAME OF ITEM**!

All my best,
NAME

K Kristina Allen 10:52 AM Today ✓

Make this a link.

K Kristina Allen 10:56 AM Today ✓

Address big pain point.

Eg: I'm passionate about helping people who struggle to lose weight in a sustainable and healthy way because I watched members of my family yo-yo diet for years.

K Kristina Allen 10:58 AM Today ✓

Add why you're the right person to help.

Eg: "As a registered dietitian with 5 years of experience, some of the ways I help my clients include:"

K Kristina Allen 11:01 AM Today ✓

Add fact about why a lot of people don't see results.

Show more



Building Your Email Sequence



Email 2:

- Personalize email with person's first name
- Checking in - how are you enjoying it?
- The strategy I talked about in the freebie has helped my clients see X, Y, Z results.

Email 2: Send Next Day

Hi **FIRST NAME**,

I just wanted to check in and see how you are liking the **NAME OF ITEM?**

If you have any questions feel free to send me a private message on Instagram @Username or Facebook, or just hit reply to this email. I'm here for you.

I work with clients who are just like you, struggling with **_____**. Learning how to **_____** has changed their lives/upgraded their business for the best.

TELL STORY OF ONE CLIENT

YOU can:

- Result 1
- Result 2
- Result 3

Read my blog / listen to my podcast / follow me on Instagram @Username for lots of tips and advice on what to eat to achieve these results just like my clients.

All my best,
NAME

Kristina Allen 11:03 AM Today ✓
Add major pain point.
E.g. "I work with clients who are just like you, struggling to lost weight in a sustainable and healthy way."

Kristina Allen 11:04 AM Today ✓
Share what you teach here.

Kristina Allen 11:04 AM Today ✓
Choose whatever call to action makes the most sense for you.



Building Your Email Sequence



Email 3:

- Personalize email with person's first name
- Success stories from former clients
- Another thing that could help... low ticket offer

Email 3: Send Next Day

Hi **FIRST NAME**,

Yesterday I told you the story of **NAME OF CLIENT** and how **s/he STORY RESULT**.

I've worked with hundreds of clients in my **NAME OF PROGRAM** to achieve similar results.

TELL NEW CLIENT STORY

And then there is **NAME** who **TELL ANOTHER SHORT STORY**.

Learning how to _____ can be truly life changing. I've helped many people just like you to _____.

If you are ready to start _____, check out my **LOW TICKET OFFER**.


You don't need to _____ to see results. You can simply _____ and:


- Result 1
- Result 2
- Result 3


The first step on your journey towards success is _____! Get it today and you can start right away!


Use promo code INSERTCODE to take PERCENTOFF today! This offer expires in 24 hours!


All my best,
NAME

 Kristina Allen
11:06 AM Today ✓
Address pain point.

 Kristina Allen
11:06 AM Today ✓
Add major result here that people want to achieve.

 Kristina Allen
11:07 AM Today ✓
Add result here

 Kristina Allen
11:08 AM Today ✓
Insert something hard or frustrating here that is a common thing people think they need to do.
[Show more](#)

 Kristina Allen
11:09 AM Today ✓
Talk about your low ticket offer here.



Building Your Email Sequence

Email 4:

- Personalize email with person's first name
- These are typical results clients achieve in my core offer
- Testimonials / success stories
- Teaser CTA - check your inbox tomorrow for how you can become the next success story

Email 4: Wait 2 Days

Hi **FIRST NAME**,

I know the frustrations you face because _____.

I also know that through the power of _____, you can eliminate many of these | frustrations. This will give you the time and energy to _____.

My clients:

- Result 1
- Result 2
- Result 3

It's typical for my clients to see these results in just _____.

Like **NAME** who **ACHIEVED RESULT**, and **NAME** who **ACHIEVED RESULT**, and **NAME** who **ACHIEVED RESULT**.

Check out these powering testimonials:

If you haven't signed up for **LOW TICKET OFFER** yet, what are you waiting for?

It's the perfect first step in your journey towards _____.

If you have any questions, just hit reply to this email!

All my best,
NAME

Kristina Allen 11:11 AM Today ✓

Insert way you can relate to the person reading here.

Eg.: "I know the frustrations you face because my family members struggled with yo-yo dieting for decades."

Kristina Allen 11:12 AM Today ✓

Insert the method that your program helps.

[Show more](#)

Kristina Allen 11:12 AM Today ✓

Add a great result here.

Kristina Allen 11:13 AM Today ✓

Add timeframe here.

Kristina Allen 11:14 AM Today ✓

Add testimonials here. If you have a video testimonial also link to that. You could also add before/after pictures

[Show more](#)

Kristina Allen 11:15 AM Today ✓

Add desired result here.



Building Your Email Sequence

Email 5:

- Personalize email with person's first name
- Success stories from former clients
- Want in on this? Present core offer
- Include strong, clear CTA on what the next step is

Email 5: Send Next Day

Hi **FIRST NAME**,

You've seen the incredible results my clients have achieved by simply _____.

I never recommend _____.

If you want to _____, I'm here to help you.

I have _____ years of experience and have helped many clients achieve their goals with my **HIGH TICKET OFFER**.

My HIGH TICKET OFFER includes:


- Benefit 1
- Benefit 2
- Benefit 3

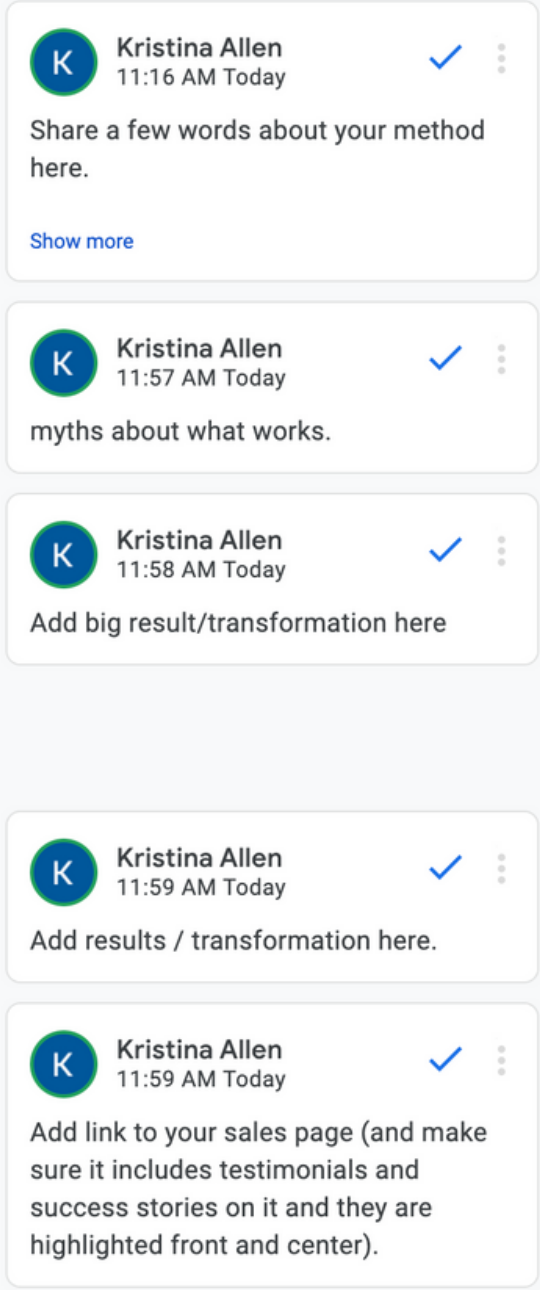
I've helped many clients achieve _____. I'm confident I can help YOU too.

Learn more about the program and read testimonials from my clients today.

Just like **NAME** you can **INSERT CLIENT STORY / RESULT**.

All my best,
NAME





Kristina Allen 11:16 AM Today ✓
Share a few words about your method here.
[Show more](#)

Kristina Allen 11:57 AM Today ✓
myths about what works.

Kristina Allen 11:58 AM Today ✓
Add big result/transformation here

Kristina Allen 11:59 AM Today ✓
Add results / transformation here.

Kristina Allen 11:59 AM Today ✓
Add link to your sales page (and make sure it includes testimonials and success stories on it and they are highlighted front and center).



Timing Out Your Email Sequence

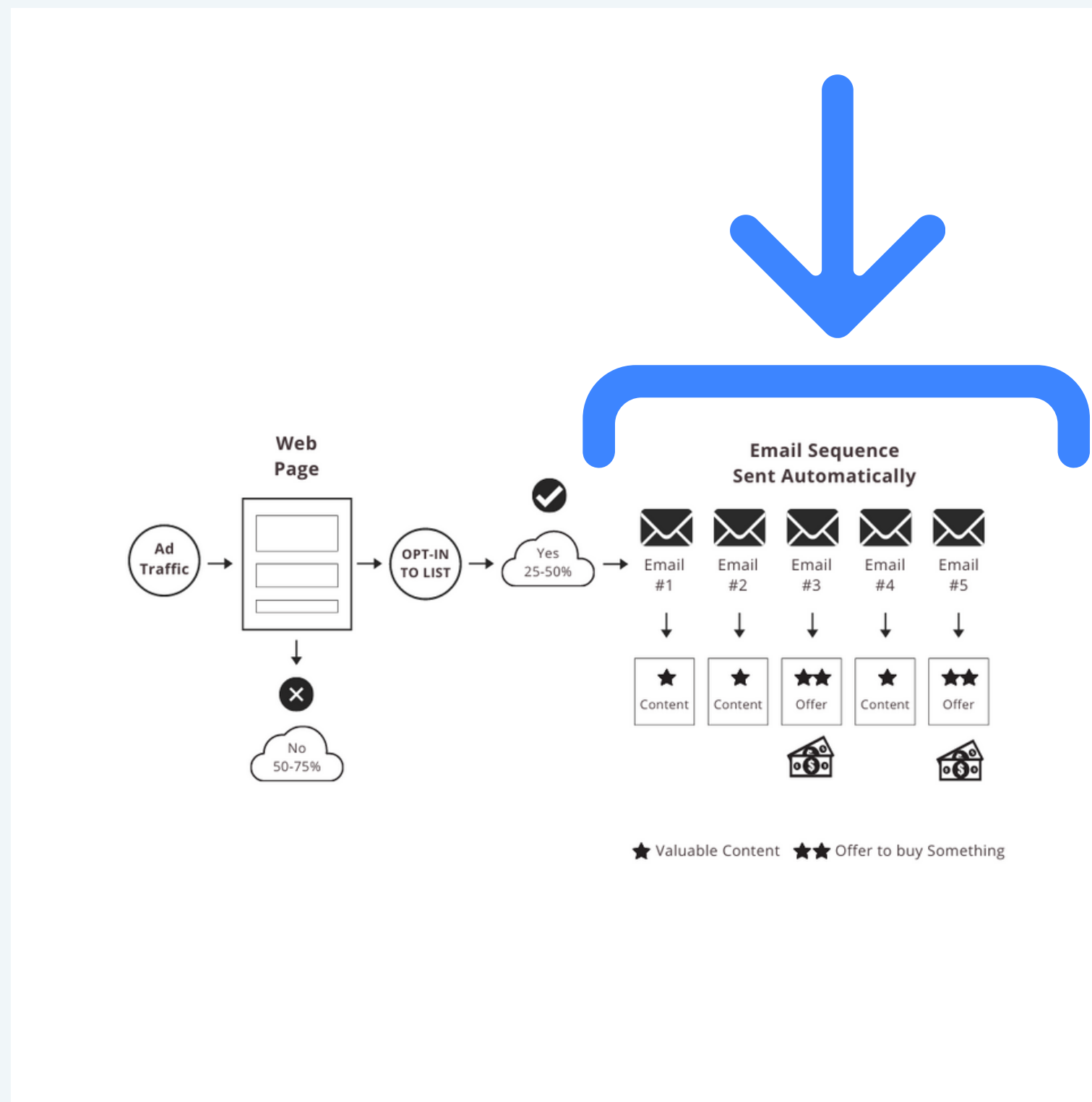
Consider starting with this timing:

- Email 1 - Send immediately
- Email 2 - Send 1 day later
- Email 3 - Send 1 day later
- Email 4 - Send 2 days later
- Email 5 - Send 2 days later

Watch your email open rates to determine if the timing is right.

If the recipient stops opening your emails they may be feeling fatigue, in which case you can extend the timing between emails.

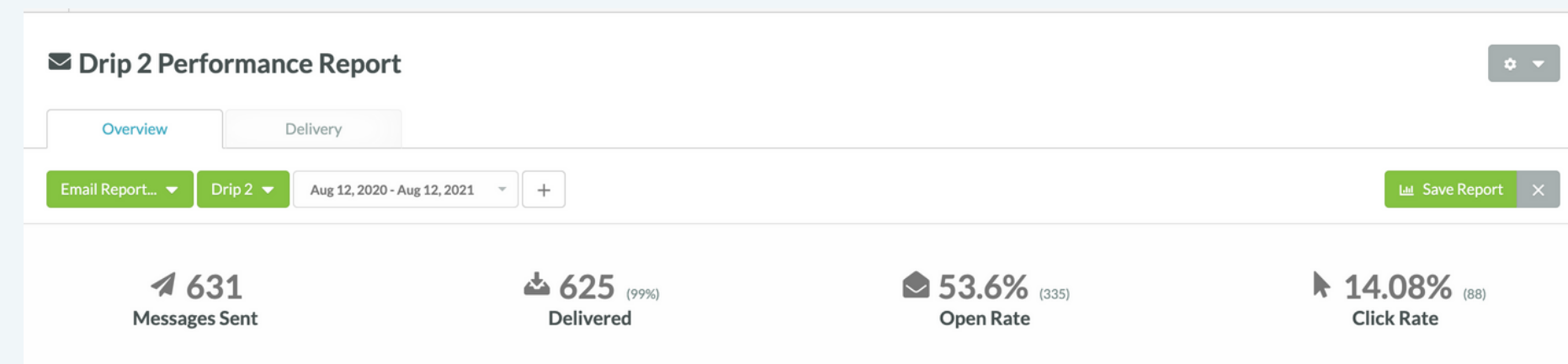
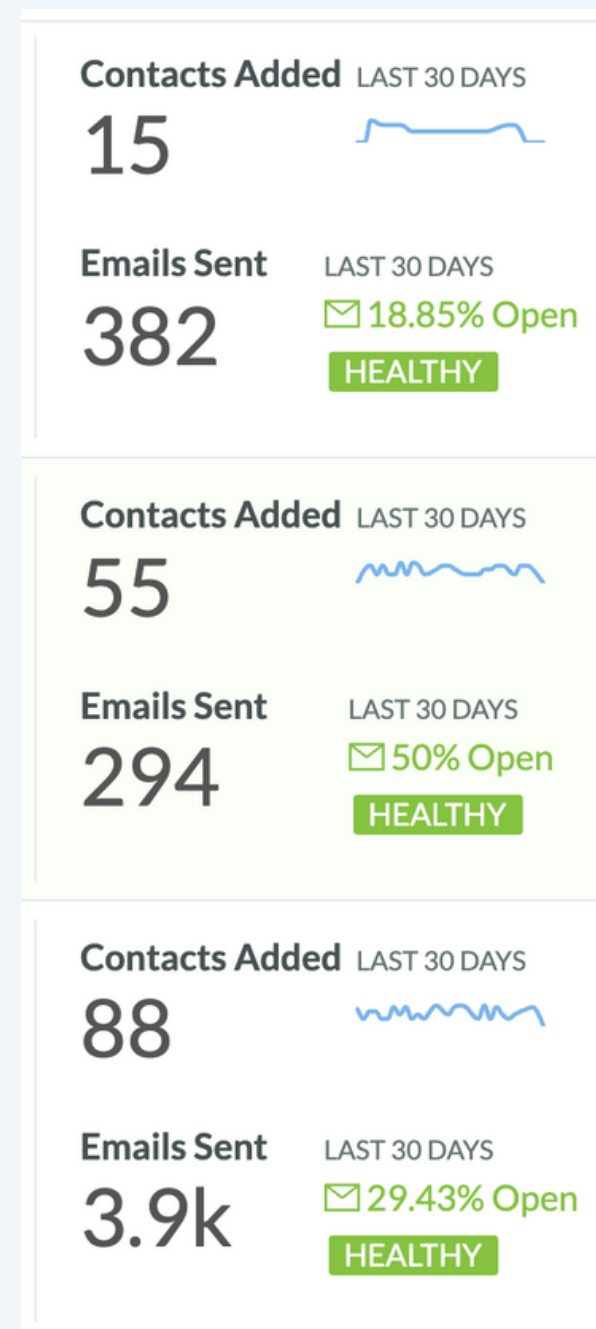
Test your way to success, it's a process!



Troubleshooting

Common issues and how to fix them:

- **Low open rate (below 15%)** - try a new subject line
- **Low click-through rate (below 3%)** - update your copy with a stronger call to action and/or add more testimonials.
- **Low sales volume (below 3%)** - optimize your sales page so that it's easy to read, easy to understand the transformation you're promising, has lots of testimonials to reinforce that your program works, add FAQs to address concerns, and make sure that the tech works seamlessly for an easy checkout.





Any Questions?

