

# 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

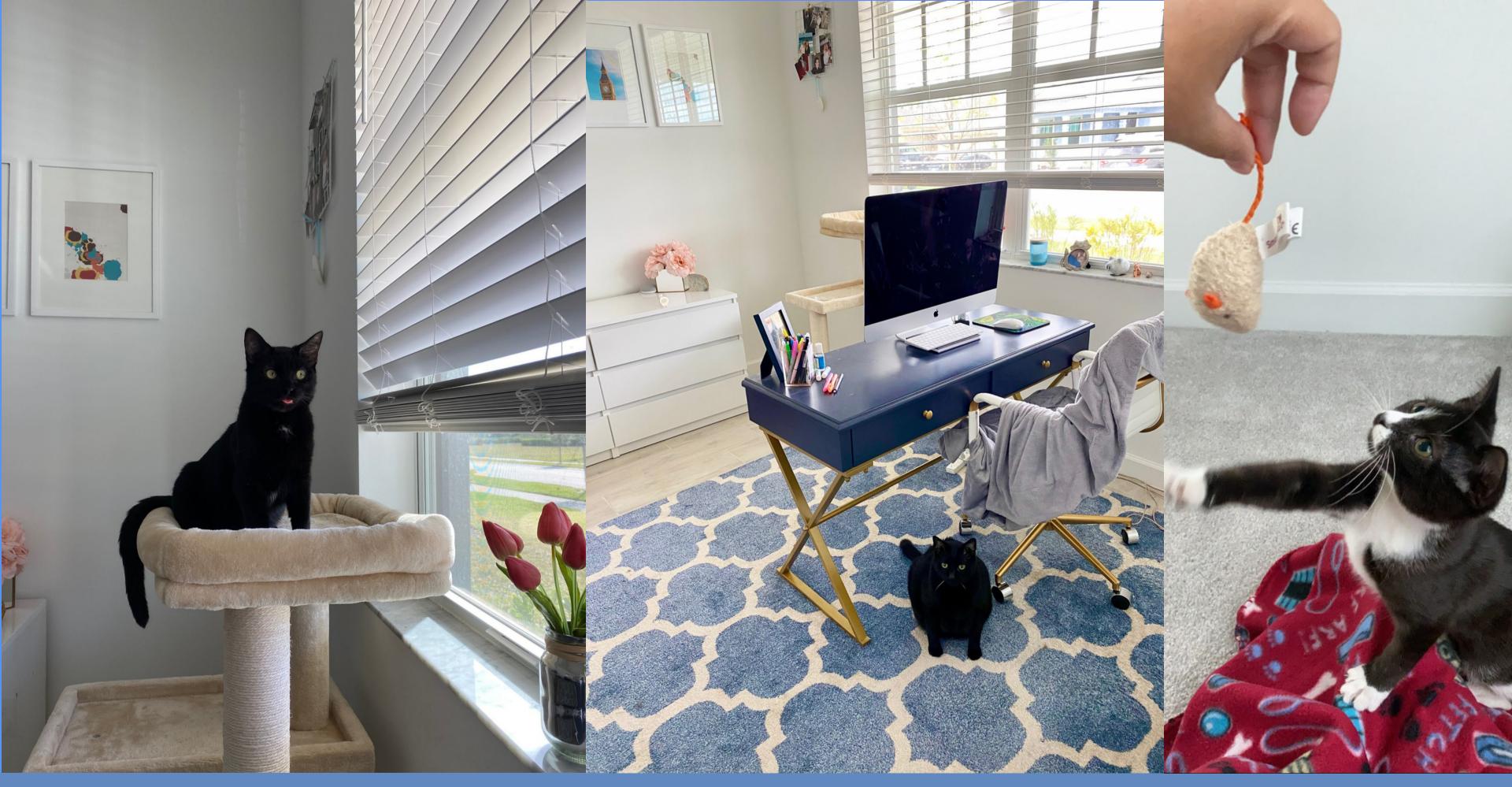
Helping six and seven figure CEOs scale up their sales with confidence.

### CAT MOM TO RICKY AND BENNY

Cat rescue volunteer and cruelty-free lifestyle liver.











### 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**

<u> Type</u>

Informational

Promotional

Automated



### <u>Goal</u>

Give value, demonstrate expertise, nurture leads.

Introduce an offer and then sell it.

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

### NEWSLETTER | MY TOP 5 RESOURCES FOR BIZ ALIGNMENT (External)

Sabrielle Laura via fdske.com to me 🔻









Thu, Dec 2, 8:33 PM 🕒 SAVE AS TEMPLATE

← :

🖶 🖸

BIWEEKLY NEWSLETTER

### Top 5 Resources To Find Business

### Alignment

Once you find alignment in your business, you flourish. I witness it everyday with my clients and I'm swingin' into your inbox to help YOU find that alignment and up-level your coaching biz.





BUSINESS

### Curious?

Wondering what being aligned in your business actually means? Check out this Instagram post to see how I best define it.

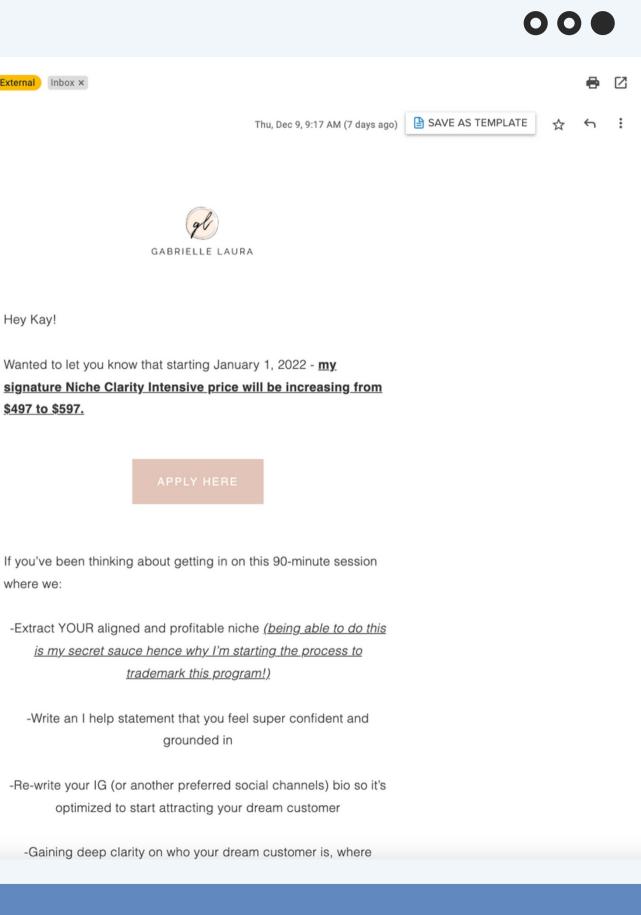
READ NOW

## 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

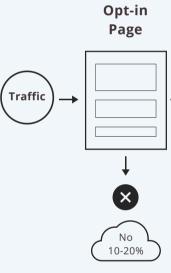


✓ Gabrielle Laura <u>via</u> amazonses.com to me 

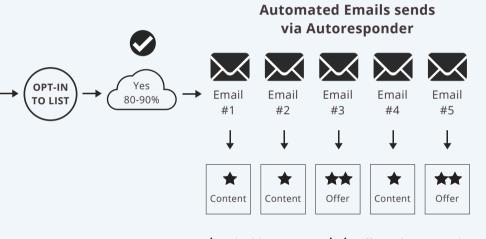


## Automated

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







★ Valuable Content ★★ Offer to buy Something

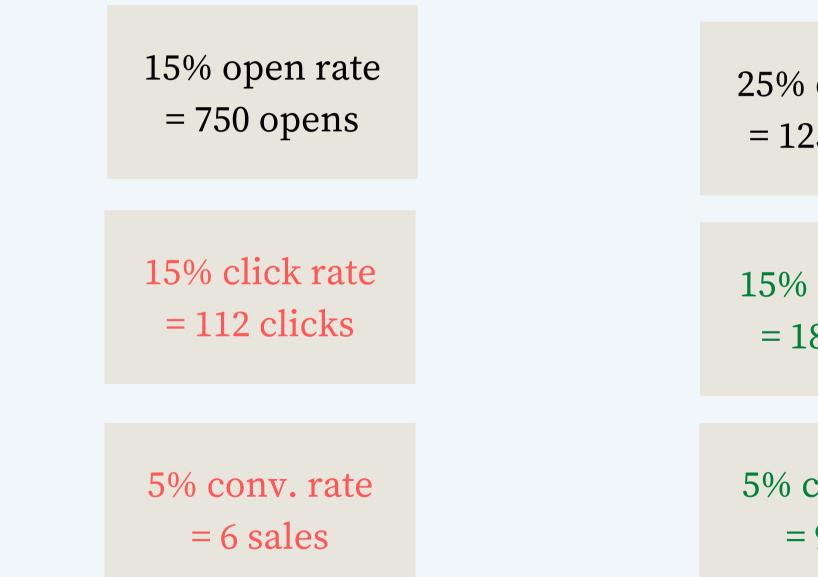


## How to Get People to Open Your Emails

## 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



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





25% open rate = 1250 opens

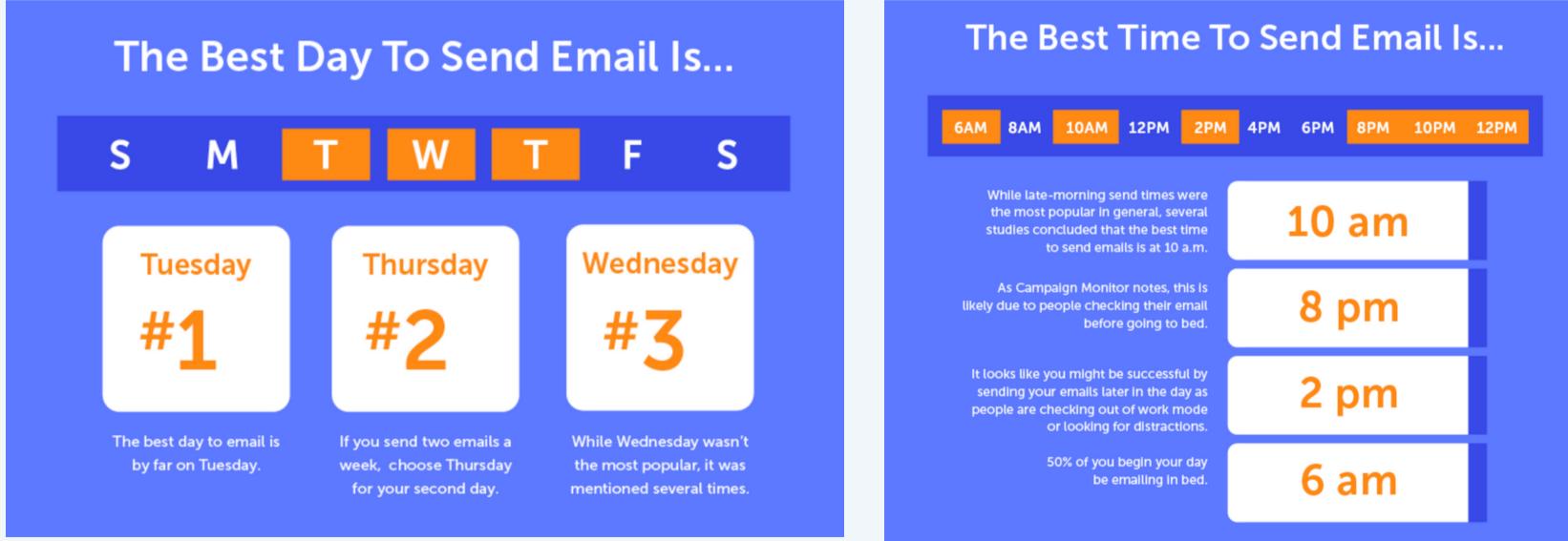
15% click rate = 187 clicks

5% conv. rate = 9 sales

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



1. Send emails at the right day and time.



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





### 2. Use emojis in your subject line.

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- Compose	□• C	:	1-50 of 48,652	< >
		Nation's Restaurant.	How Domino's built a culture of digital innovation - Join us Oct. 26 for live Q&A with restaurant leaders View Online   Add to Safe Sen	12:38 PM
☐ Inbox 260 ★ Starred		Lightning Labels	Our Custom Hand Sanitizer Labels Are Durable and Attractive! - Are your products ready for cold and flu season?	12:37 PM
Snoozed		Power 96.1's iHeart.	Ariana Grande Cries As Her Contestants Battle Each Other On 'The Voice' - Plus, Shawn Mendes explains his scary anxiety side effec	12:33 PM
Important		Mejuri	One more day till Mejuri Live! - An exclusive insider event with Matilda Djerf.	12:31 PM
Chats		DEMS@integrityfir	estop the GOP traitors in the Senate - they're putting our country in danger These traitorous Republicans continue to spread the "Bi	12:30 PM
Sent		12-HOUR-DEADLIN	MASSIVE loss - Hillary Clinton asked. Stacey Abrams asked. Madeleine Albright asked. Adam Schiff asked. Jamie Raskin asked. Ceci	12:24 PM
Drafts 56		Shutterstock	Download your free image of the week Get royalty-free photos, illustrations, vectors, and more. Shutterstock IMAGES FOOTAGE MU	12:23 PM
<b>9 Spam</b> 347		Sephora VIB	Limited edition 🌿 NEW clean value sets are here but not for long. Try beauty's best for less :)	12:15 PM
Trash		NARS Cosmetics	Introducing our largest eyeshadow palette ever Featuring sixteen limited-edition shades. Click to view in browser. NARS Logo FOU	12:07 PM
Categories A- KP		Amazon Associate	Just added! Find Customers' Most-Loved Styles, Amazon Brands and more in Idea Hub Amazon Associates Just added! Find Cust	12:04 PM
<ul> <li>BEAMMCO RECEIPT</li> </ul>		ShopStyle Collective	All the top sales to talk about - Michael Kors, Fabletics, MMLaFleur, and more!	12:04 PM
BLOG		Trump Alert	re: Trump's Twitter ban -	11:53 AM
BUSINESS REC 7		PetSmart	Buh-bye fleas & ticks 👋 - Shop great prices on Advantage products online & in stores!	11:42 AM
Meet		Kay Jewelers	Upcoming birthday? They'll love these birthstone 🎁 s - + You can't go wrong with a gorgeous gift set! View Email in Browser Kay® Je	11:41 AM
New meeting		Yummly	One-pot meals ready in no time! - You just need 30 minutes, and one dish for these recipes. Yummly Quick One-Pot Meals Deliciously	11:39 AM
Join a meeting		Team Paravel	Tote-ally New Size - Get up close and personal with the new Small Cabana tote	11:26 AM
Hangouts Kristina - +		Bolay	Did you know this is how we make our favorite noodles? - Some like it hot You're receiving this email because you've subscribed to	11:12 AM
Adam Carr		Supergoop!	Your skin, made super - Clean SPF makeup for every day.   SPF obsessedevery. single. day.	11:05 AM
You: also i guess they spoke english s		I Prefer Hotel Rewa.	Your member perks are in! - You've earned it   Get your exclusive offers now I Prefer Hotel Rewards NUMBER 5C6956 TIER INSIDER B	11:00 AM
logomass@gmail.com hi		Brooks Running	Check out our top-rated running gear Find out what other runners love.	11:00 AM
		Activate	Collaboration Opportunities: New on Activate Today! - Hi Kristina, Exciting news! We have new collaboration opportunities just for yo	10:59 AM
		Fight The Right	Val Demings could make history - and you could be a part of it Fight The Right Val Demings could make history and turn Florida blue	10:31 AM
		JetBlue	Fall travel from Fort Lauderdale as low as \$29 one-way? Yes, way Plus, fares not available anywhere else online. View in a web bro	10:28 AM
		Steve Benjamin	Kristina, allow me to introduce myself - Dirt Road PAC, founded by Jaime Harrison, is working on voter registration and mobilization i	10:16 AM
		Orbitz	Your last-minute deals have arrived - It's not too late to get away	10:16 AM
	$\Box \Leftrightarrow \Sigma$	CITY Furniture	The Friends and Family Sale Starts Now! - Shop for up to 20% off >> CITY Furniture CITY Furniture shop now with free shipping shop	10:10 AM
÷ 0		Outdoor Voices	Zero bounciness Hello, Circuit Bra.	10:09 AM

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

### Source: Experian and AdWeek.





### 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
  - $\circ\,$  Especially on mobile

2:52 ৵		
GDA	Inbox	Edit
No images? \	<b>n Sale to the 2021 Ft. L</b> a View the online version. I Experience the largest	SEA OF
Order before	rot I want this Creamy Mac Tuesday at 11:59pm ES al delivered. Title Wha	ST to get this
And 25% Off	<b>rs</b> Up To 60% Off Sale Har Full-Price Styles   View Kristina Allen Studio Po	/ Online
Just in: There	<b>Red Tag Sale</b> e's Still Time to Use You tment you'll never regre e. <b>क्</b>	
	on offer on Red (Taylor's V vlor's Version) is #1!	Yesterday > /ersion) music 
Let's make th	<b>es 2.103</b> Aultiple Lists, Pop-Up M ne world more productiv Aultiple Lists Plan and n	ve, together.
-	<b>/lejuri &amp; Sarah Harris</b> lejuri & Sarah Harris	Yesterday >
	Updated Just Now 4,267 Unread	ď

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### Self Serving:

My email course is now open for enrollment!

### **Benefit Driven:**

Learn How to Increase Your Email Open Rates!





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### **Too Generic:**

3 Breakfast Recipes

### **Benefit Driven:**

3 Breakfast recipes to lower blood pressure!







# More Subject Line Examples

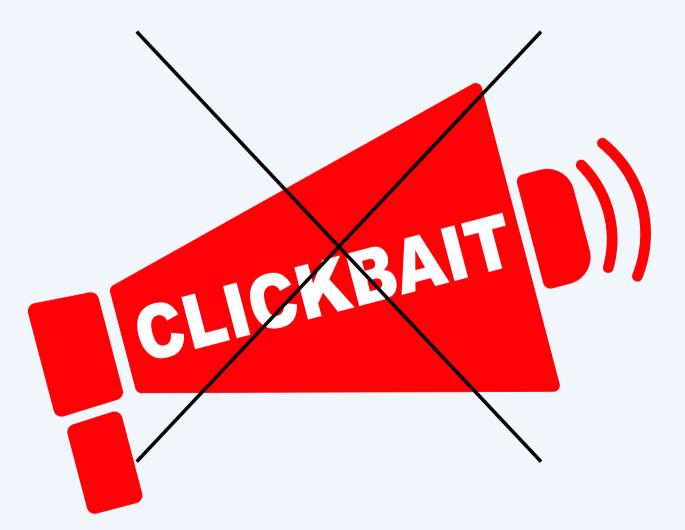
### Good subject lines:

- 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!







**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



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



20% open rate = 1000 opens

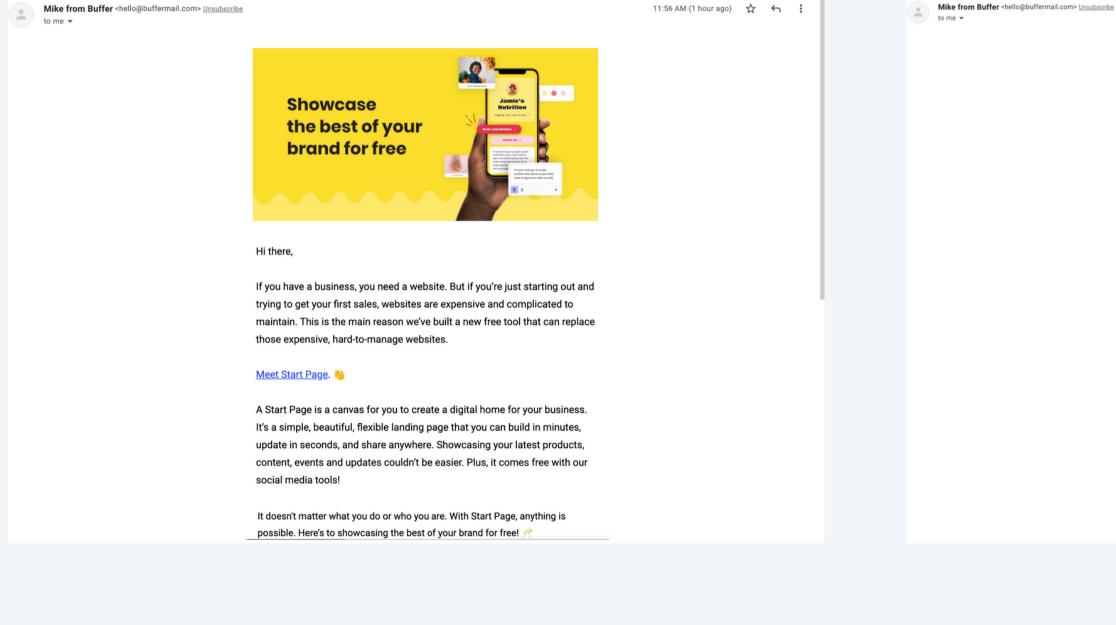
15% click rate = 150 clicks

5% conv. rate = 8 sales

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

### **How to Increase Your CTR**

1. Use a colorful button that stands out.



11:56 AM (1 hour ago) 🕺 🕤

Showcase the best of your brand for free

Hi there,

If you have a business, you need a website. But if you're just starting out and trying to get your first sales, websites are expensive and complicated to maintain. This is the main reason we've built a new free tool that can replace those expensive, hard-to-manage websites.

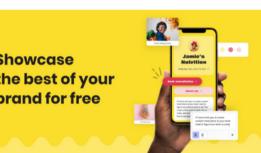
### Meet Start Page. 👋

A Start Page is a canvas for you to create a digital home for your business. It's a simple, beautiful, flexible landing page that you can build in minutes, update in seconds, and share anywhere. Showcasing your latest products, content, events and updates couldn't be easier. Plus, it comes free with our social media tools!

### Get your free Start Page $\rightarrow$

It only takes a few minutes to create. 😊

It doesn't matter what you do or who you are. With Start Page, anything is possible. Here's to showcasing the best of your brand for free!

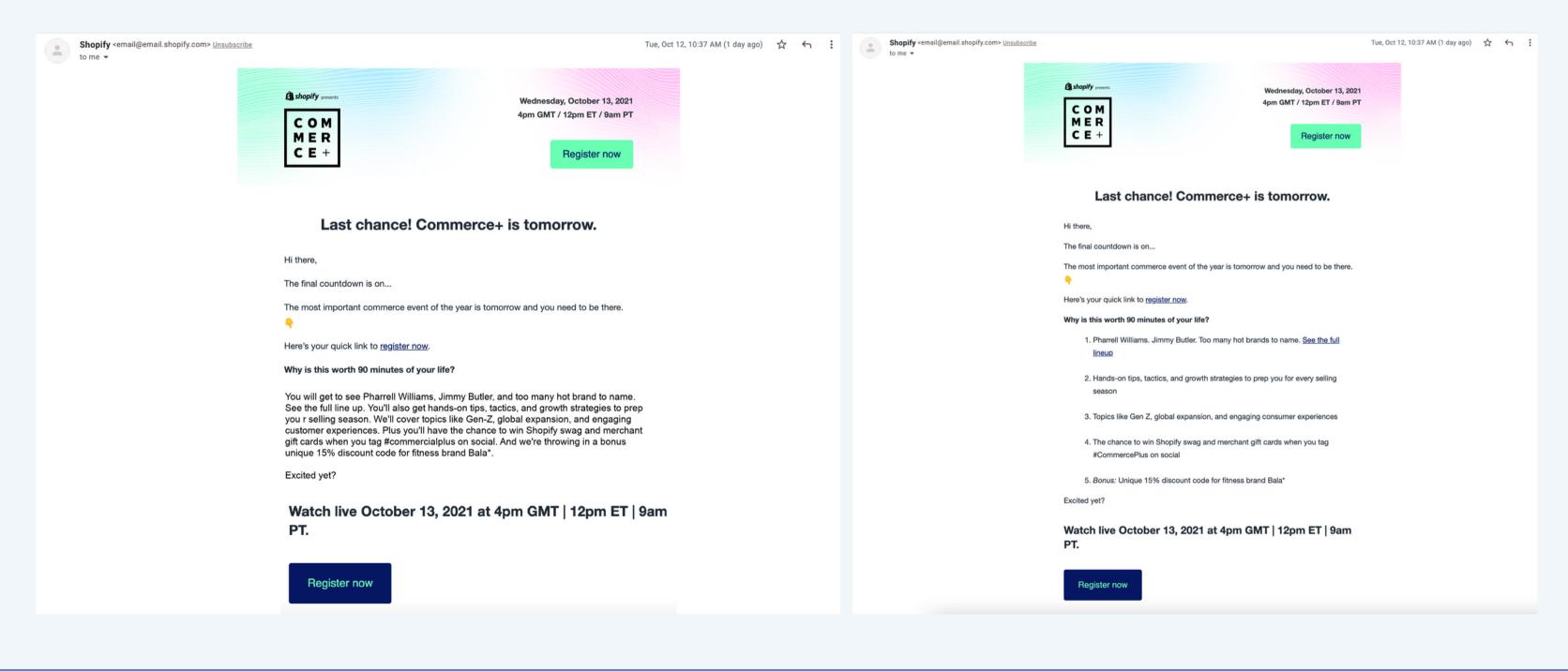






## **How to Increase Your CTR**

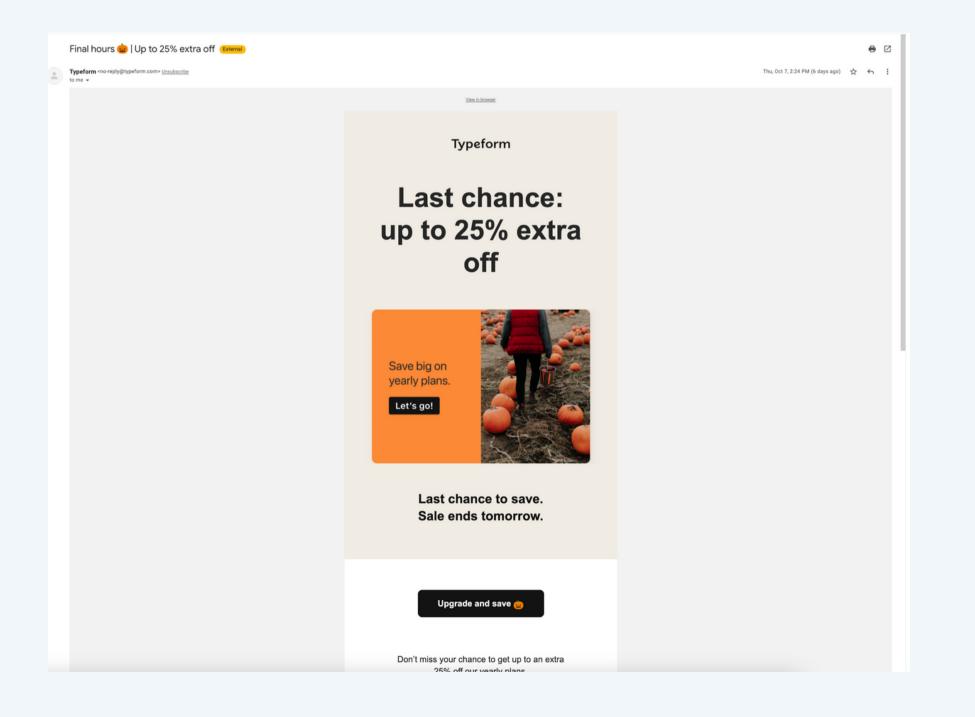
2. Use bulleted lists to call out key benefits.

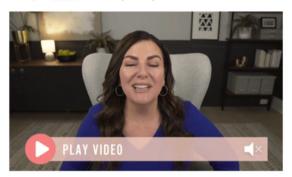






### 3. Create Urgency





your way to success.

year.

email list.

happen.

Course Academy today.

ALL my best,

Amy

🚨 less than an hour left to join DCA! 🚨 (External)

Amy Porterfield <info@amyporterfield.com> Unsubscribe

### Hey there, Kristina Allen!

.

to me 👻

If you're thinking about joining Digital Course Academy, but still not 100% sure if you should take the leap, you've been on my mind.

Watch this quick video I recorded just for you!

I want you to know that you have what it takes to create and launch a life and business altering digital course and with my help, you don't have to guess

There's less than 1-hour left to join DCA until the doors close for an entire

And I have no doubt in my mind that you can make this work.

I've seen you put the work in. You're committed. You genuinely want this.

### No more hesitating, Kristina Allen.

You don't need "perfect" timing, a "perfect" course topic, or a "good enough"

You need imperfect courage and a willingness to trust yourself.

Pair that with Digital Course Academy, the proven roadmap that you can depend on to make sure you get to that finish line, and you have a once in a lifetime opportunity to bet on yourself.

To make a huge impact in both the lives of others and in your own just by adding one digital course to your business.

It IS that simple and with DCA, you'll have everything you need to make it

### You're ready, Kristina Allen.

I'm cheering you on with all my heart and hope to see you inside of Digital

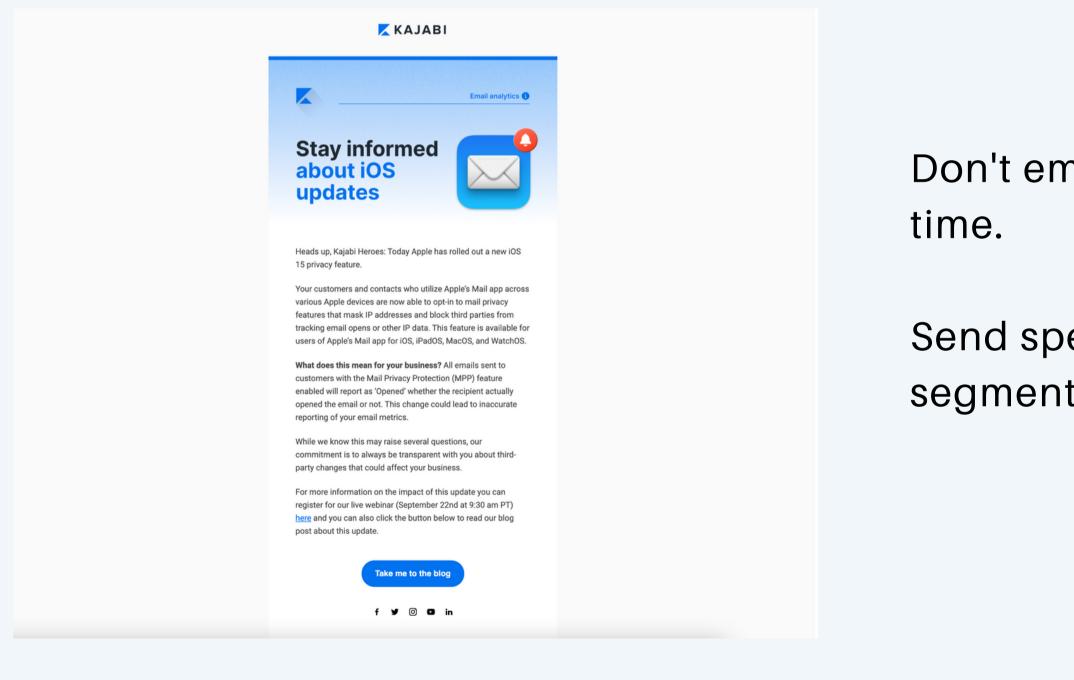
PS. Too long, didn't read? We are in our final hour before Digital Course Academy enrollment closes its doors for an entire year! Watch this video so you are 100% certain about your decision to join (or not).





### **How to Increase Your CTR**

### 4. Segment Your List







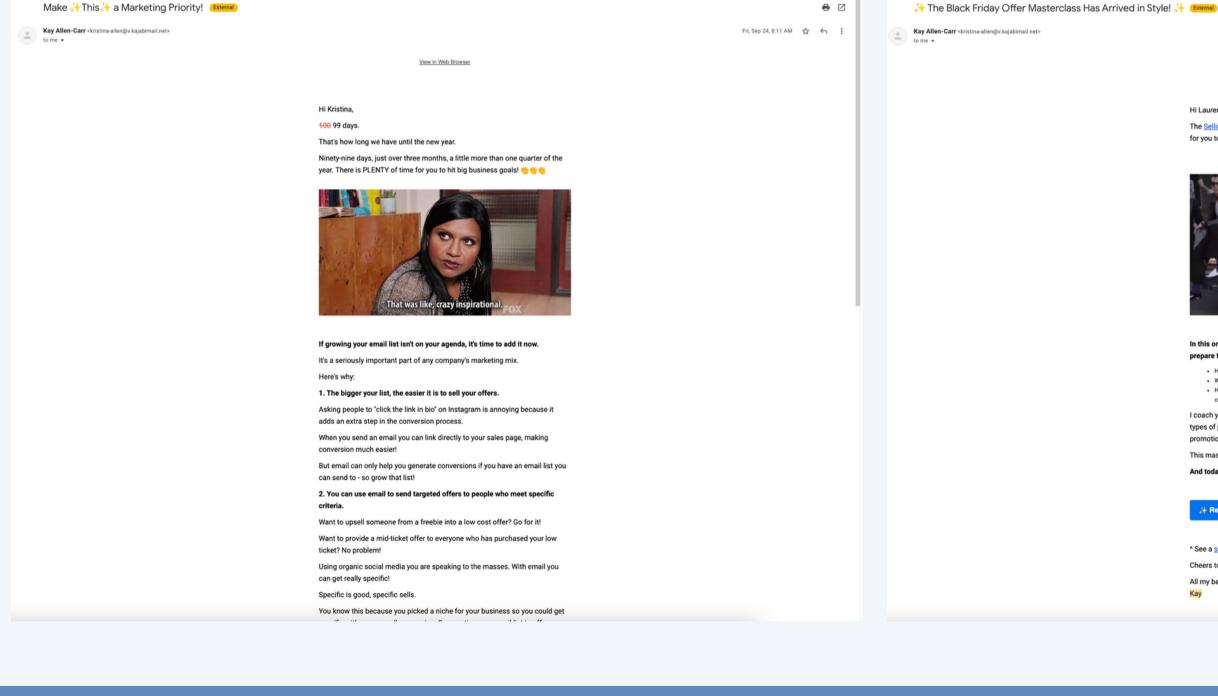
### Don't email your whole list every

Send specific messages to the right segments of your list.



### **How to Increase Your CTR**

### 5. Nurture & Build Trust





Wed, Sep 29, 5:25 PM 🟠 🕤 🗄

€ 2

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!

A Register for Black Friday Masterclas

\* See a sneak peek of the masterclass and get early bird pricing today!

Cheers to your success!

All my best, Kav

## Automated Emails vs Scheduled Emails

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

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

## **Automated Emails**

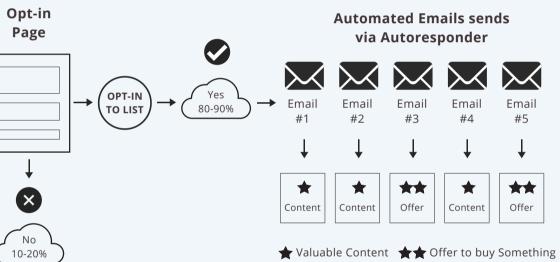
You may have heard people talking about setting up an email sequence.

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!



gether so that the system works to market and sell to your 're focusing on other things. You can use a system like Kajal all in one platform.

also set up an automation to remove people from your email chase. Is there anything more annoying than buying into a to get emails asking you to buy in? That always



### GET THE FREE GUIDE

$\sim$	$\sim$	$\sim$
mail #3	Email #4	6mai #5
Ļ	Ļ	Ļ
**	*	**
the l	Content	Offer

By Kay Allen-Carr

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



### Hey there. coac WFI

usiness from six-figures to your fi



helped clients scale up their businesses from six figures to mul years as a certified marketing professional

Some of these tips may sound overly easy, and others may the way business goes? The good news is that I'm here to h complex tips into easy action steps

Most coaches will try to sell you on their super secret cust unique" strategies. Not me.

ou to wonder if this really works.

They teach this stuff in MBA programs. They teach it in m courses. If you talk to millionaire business owners and ask for you at load one titing off this list.

5 Ways to go Feern Stook to Your First Million?



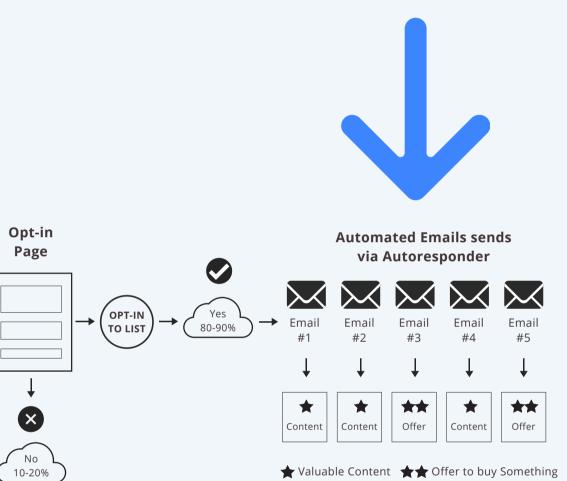
# Lead Nurture with Email Sequences

How to build an email sequence:

- Start with an outline of 5 emails
- Space out your emails... but not to 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





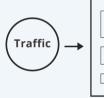


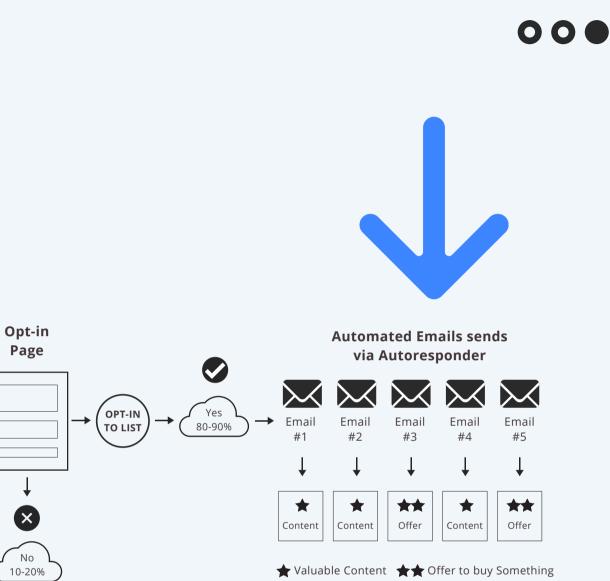


# **Your Three Offers**

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







Fmail 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

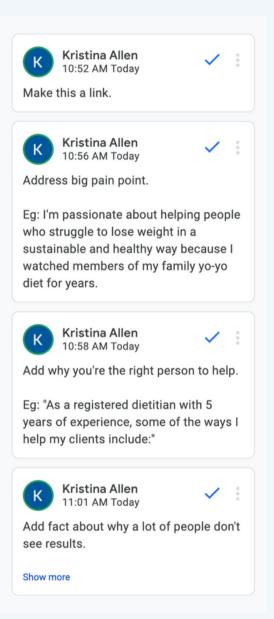
Email 1: Send Immediately Upon Opt-In HI FIRST NAME. Your NAME OF ITEM has arrived! You can download it now, and re-access it any time. I am passionate about helping people who As a 🔄 some of the ways I help my clients include: Result 1 Result 2 Result 3 Did you know that That's what I'm here to help 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





### 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

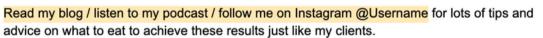
advice on what to eat to achieve these results just like my clients.

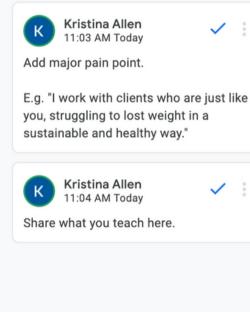
All my best, NAME



 $\checkmark$ 

 $\checkmark$ 









Choose whatever call to action makes the most sense for you.



### 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.

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

If you are ready to start

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

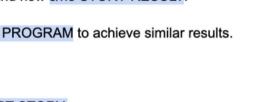
- Result 1
- Result 2
- Result 3

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

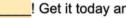
Use promo code INSERTCODE to take PERCENTOFF today! This offer expires in 24 hours!

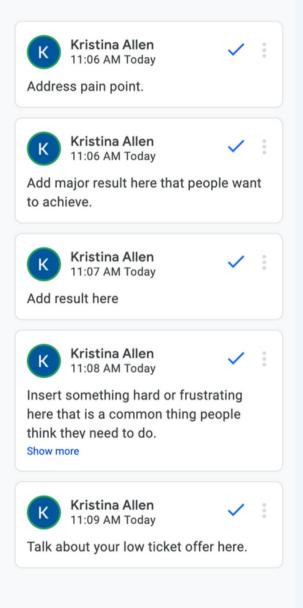
All my best, NAME





### , check out my LOW TICKET OFFER.





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

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

ACHIEVED RESULT.

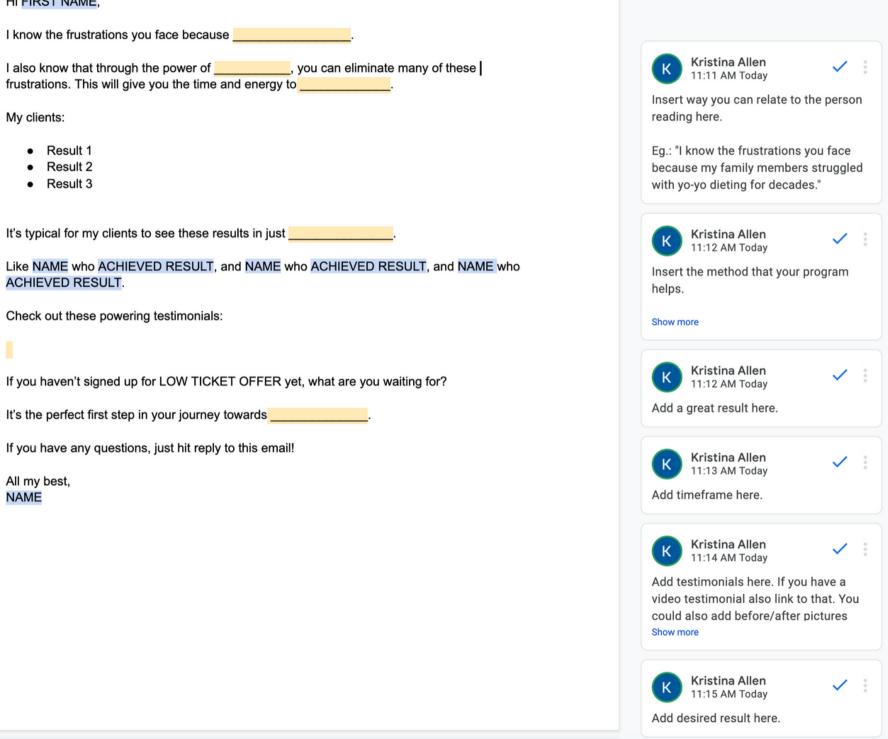
Check out these powering testimonials:

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







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.

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

My HIGH TICKET OFFER includes:

- Benefit 1
- Benefit 2 .
- Benefit 3

I've helped many clients achieve

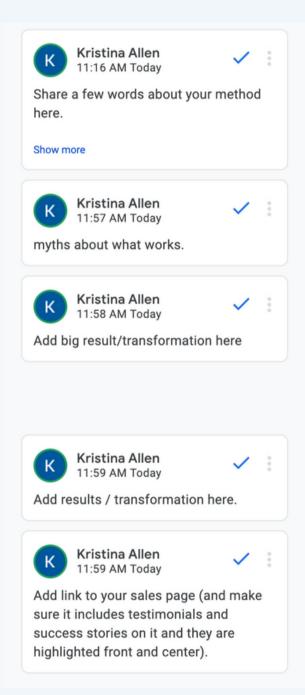
Learn more about the program and read testimonials from my clients today.

Just like NAME you can INSERT CLIENT STORY / RESULT.

All my best, NAME



. I'm confident I can help YOU too.



## **Timing Out Your Email Sequence**

Consider starting with this timing:

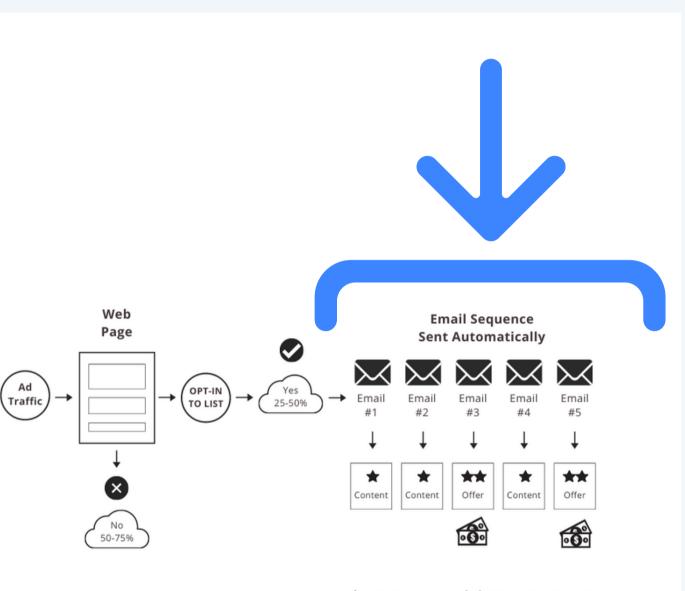
- Email 1 Send immediately
- Email 2 Send 1 day later
- Email 3 Send 1 day later
- Email 4 Send 2 days later
- Email 5 Send 2 days later

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 you way to success, it's a process!





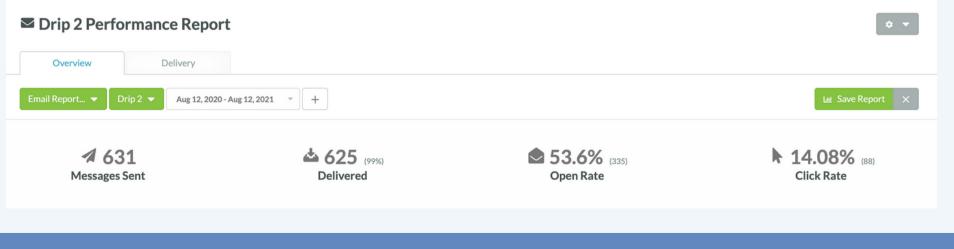
★ Valuable Content ★★ Offer to buy Something

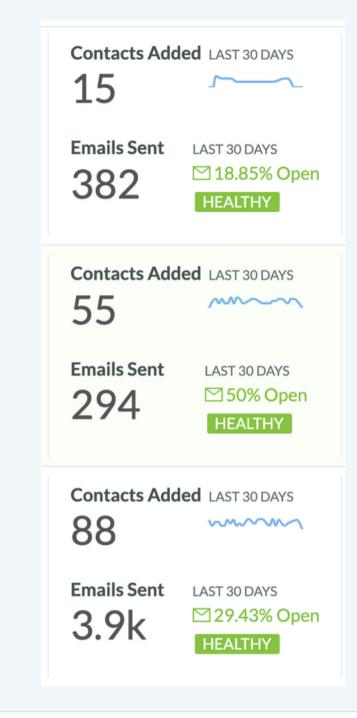
 $\longrightarrow$ 

# Troubleshooting

Common issues and how to fix them:

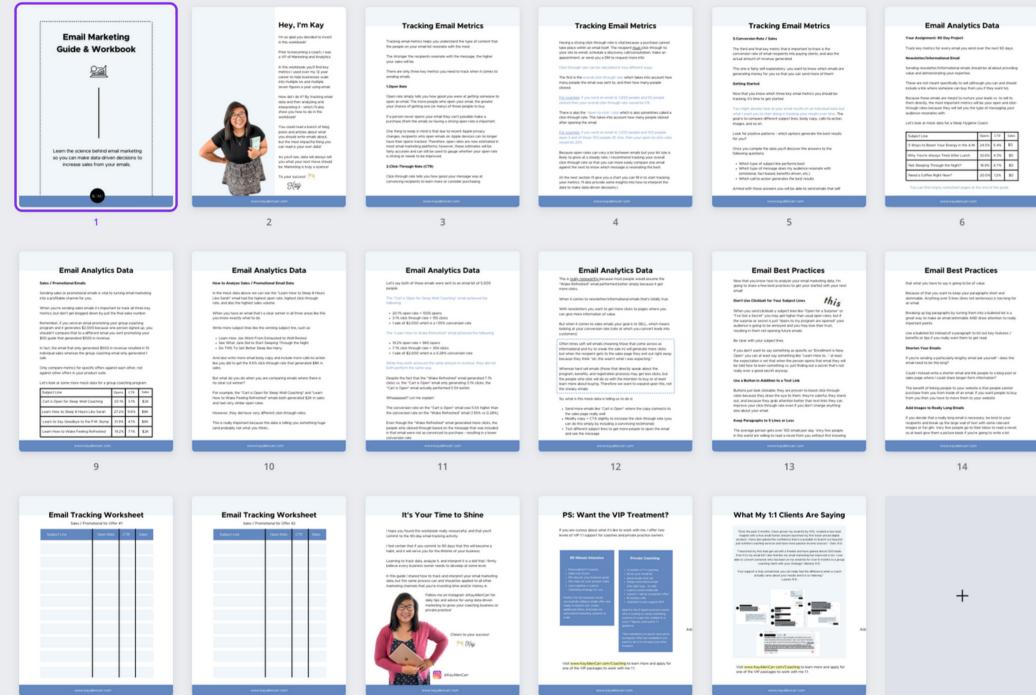
- Low open rate (below 15%) try a new subject line
- Low click-through rate (below 3%) update your copy with a stronger call to action and/or add more testimonials.
- Low sales volume (below 3%) optimize your sales page so that it's easy to read, easy to understand the transformation you're promising, 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.







## **Email Marketing Workbook**



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### Email Analytics Data

How to Analyze This Newsletter Data

What this tells me is that other subject lines related to daytime involves would likely also resonate with the email recipients. With that in mind I would think of other subject lines to try such

Bed and Take on the Day Wake Up Still Tried? Wake Up Befreshed

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### Your Worksheets

Feel free to print these worksheets out, or you can access an expanded digital version of them at <u>kavallencar.com/bonus</u>. The digital version is a Google Sheets spreadsheet that you can save to use a serve for as an Early doo much if you reafer to use Early

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### Email Analytics Data

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Email Tracking Worksheet Subject Line Open Rate CTR S 16

Learn how to track email data, interpret it, and then make data driven decisions.

> Marketing is science!

## **Any Questions?**



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