

EMAIL MARKETING



WHAT: Everything email marketing! How to create your opt-in, build your list, make your nurture sequence and send open-worthy emails.

WHY: Build your email list so you can connect with your dream clients and ultimately make more money!

growth
GETTERS

OPT-IN IDEAS

15 OPT-IN IDEAS

1. Roadmap/Checklist
2. Audio File (meditation or affirmations)
3. Video Training
4. Free Consultation
5. Free Online Workshop
6. Design/Printables (using something like Canva or Photoshop)
7. Social Media Graphics (IG highlight covers/quote designs)
8. PDFs (Workbook, Recipe Book, How-To Guide)
9. Swipe Files
10. Email Challenge (5 days to XYZ)
11. Lightroom Presets/Stock Photography
12. Interactive Quiz
13. Coupon Code
14. Access to Facebook Community
15. Resource Library

OPT-IN IDEA GENERATOR

Use this space to generate 5 customer problems with 4 opt-in ideas each. Soon you'll have 20 lead magnet ideas. From there, you can either jump into creation or post polls on social media to let your audience vote for the favorites! (Easy to make for you + easy to use for them= my faves!)

<p>CUSTOMER'S PROBLEM:</p> <p>POSSIBLE OPT-IN SOLUTIONS:</p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>	<p>CUSTOMER'S PROBLEM:</p> <p>POSSIBLE OPT-IN SOLUTIONS:</p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>
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Beginners Roadmap

If you've never started email marketing, here's where to begin.

01

Watch the trainings, brainstorm your primary opt-in and make your first one.

You can add more in time, but right now... Just focus on the primary problem you can solve and create something awesome that solves it.

02

Set up your email marketing platform. I suggest FloDesk for 90% of all my clients. There's a 50% off link under "Resources" in Growth Getters.

Set up your account and create your opt-in form.

03

Even if you don't have a website, just share the direct link (use the full page opt-in) and start sharing it everywhere! Email signature, social media, business card— wherever you can share it!

04

Start working on delivering great content so that you can build a relationship with your new subscribers.

Remember, we either train them to ignore us or listen to us. Value is everything!

Your Email Marketing Checklist

Here's the ultimate email marketing must-have list (not all at once!)

1

Primary Opt-in: This is your BIG one. You're trying to solve your ideal customer's acute problem with wow!

2

Nurture Sequence: This is your multi email sequence that will deliver your opt-in and then follow up with a big dose of 'time to know, like, and trust me.'

3

Share Opt-In: ...everywhere you can! Embed on your website/blog, then in your IG link, Pinterest, blog post, social media posts, any anywhere else you can think of.

4

Secondary Opt-in: Aim for 2-6. These are great for building back links and connecting CTAs to your blog posts.

5

Secondary Nurture Sequence: You can duplicate your first one, but make some changes since you'll have subscribers who opt-in to multiple lead-magnets.

6

Blog Sidebar: Highlight your FREE goodies, giving them plenty of chances to convert from a reader to a subscriber.

7

Newsletter Strategy Plan: Plan out your frequency, content ideas, and design. Consistency is EVERYTHING!

when to use a content upgrade opt-in



Here's where Google Analytics can really help you optimize what's working. Without question, you're going to have a handful of posts that massively outperform the rest. Maybe that post is already linked to an opt-in. Great!

What do you do with a post that's bringing in traffic but not converting? CREATE A CONTENT UPGRADE OPT-IN

A Content Upgrade offers an opt-in that takes what they've read to the next level.

Example Blog Post: The 7 Step Checklist to Email Marketing
Upgrade Opt-In: Snag My 5 Email Nurture Sequence Template

Why this works: The post is bringing in viewers, but not new subscribers. The content upgrade connects an opt-in with the exact problem they're trying to solve. That's pretty darn tempting for the people least likely to offer up their email address.