

Create Your Organic Email List



YOUR TRUE POTENTIAL

IGNITE YOUR POWER WITHIN

Action Guide

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How to Use Your Action Guide

You'll get the best results from any course you participate in by completing the Action Steps at the end of each module. They will help you apply what you learn directly to your business and your life, maximizing the investment you're making.

Use the following Action Guide to record your answers, insights, and other notes for the Action Steps, which are outlined in your Course Book. You'll want to refer to each module's content as you complete the related steps.

While we have left space in the guide for each action step, you may feel more comfortable using a separate notebook or digital application for your work. Use whatever method you feel most comfortable with and don't feel constrained to using the space in the Action Guide alone.

In addition, your course may have other Action Sheets, such as spreadsheets or planning templates, which are separate from the guide. Look out for those with your other course materials.

Finally, you don't have to complete all the steps at once. Instead, try setting a specific time on your calendar to work on them. And don't feel that you have to get it right the first time. Learning is a process that happens as you apply your new skills and knowledge. You'll want to return periodically to your Action Guide and both remind yourself of the work you've achieved and edit your answers as you see their impact.

Have fun with it and enjoy the progress and successes that will happen as a result of your work!

Introduction

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

Write down three skills you expect to gain.

1	
2	
3	

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

Review where you are with your business now. Answer these key questions:

1. Do you have an email list?

How responsive is it?	
How have you collected it?	
How regularly do you interact with it?	

2. 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?	

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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?	

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?

What's been holding you back?	
What can you do to overcome this?	

4. Identify your #1 list-building goal.

Your #1 List-Building Goal	
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Set realistic objectives for your list building, based on that goal and the examples in this module.

Your List Building Objectives

1	
2	
3	
4	
5	
6	

Module 2: Define Your Target Audience

1. Complete the 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 or goals related to their business?	

Demographics

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Gender	
Age	
Marital status	
Children	
Education	
Income	
Ethnicity	
Location	
Employment status	
Religion or spiritual belief	
Hobbies/spare time activities	
Other	

Psychographics

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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:	

Name Your Ideal Customer Avatar:	
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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.

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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

1. Map the customer journey for your business. 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.

Discovery Stage	<i>Example...</i> <ul style="list-style-type: none">• <i>Sign up for lead magnet such as a free checklist or guide</i>
Relationship Stage	<ul style="list-style-type: none">• <i>Sign up for small priced offer (an eBook, an email course, a Facebook challenge)</i>
Purchase Stage	<ul style="list-style-type: none">• <i>Buy an online course</i>
Follow Up Stage	<ul style="list-style-type: none">• <i>Sign up for the group coaching package that accompanies the online course</i>• <i>Sign up to work one-on-one with the coach</i>

Module 4: 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
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2. Choose an enticing title. Remember to use the same language your ideal client uses.

Your Title	
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3. Choose the delivery method you prefer.

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

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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 have 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

1. Choose your email marketing platform and set up your first list. For example:

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

2. Think through the options and make decisions about where to place your opt-in, what colors to use, and other elements. Answer the questions below:

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

Write 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](#) 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

1. Write your first welcome email.

Subject	
Introduction	
Body	
Closing	
Signature	
Call to Action	
P.S.	

2. Plan the sequence of seven emails covered in the module and write them.

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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.

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Schedule Your Emails	Completed? (✓)
Write	
Load into autoresponder	
Schedule publication	
Test	

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

Module 7: 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 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

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		Method 2	
Task 1		Task 1	
Task 2		Task 2	
Task 3		Task 3	
Task 4		Task 4	
Task 5		Task 5	

4. Book time in your diary for these activities

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Day	AM Tasks	PM Tasks
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Module 8: 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?	

2. 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

1. Review this course.
2. Write out your new list building goals.

Goals	Notes

3. Review the customer journey

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

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

Discovery Stage	<p><i>Example...</i></p> <ul style="list-style-type: none"> • <i>Sign up for lead magnet such as a free checklist or guide</i>
Relationship Stage	<ul style="list-style-type: none"> • <i>Sign up for small priced offer (an eBook, an email course, a Facebook challenge)</i>
Purchase Stage	<ul style="list-style-type: none"> • <i>Buy an online course</i>
Follow Up Stage	<ul style="list-style-type: none"> • <i>Sign up for the group coaching package that accompanies the online course</i> • <i>Sign up to work one-on-one with the coach</i>

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

Title	Type	Notes

6. Detail other actions you need to take.

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Action Step	Notes	Deadline