

Create Your Organic Email List – Cheat Sheets

Introduction

Key Takeaways:

- ✓ If no one knows about you they won't buy from you
- ✓ One of the most valuable assets you can have is a targeted list
- ✓ Focus on growing your list as a priority

- ✓ Learn what you need to do to build a targeted list from scratch
- ✓ Find your ideal subscribers and entice them to sign up
- ✓ You'll have a detailed plan to use to grow your list

Learning Objectives:

- ✓ Recognize key actions to build an email list
 - ✓ Set realistic goals for list-building activities
 - ✓ Describe the ideal customer for your email list
 - ✓ Describe the journey you want people to take after signing up
 - ✓ Motivate customers to sign up by offering a valuable gift
 - ✓ Set up critical systems for building your list
 - ✓ Write your first follow up email sequence
 - ✓ Implement a variety of methods for attracting people to your list
 - ✓ Monitor numbers on your list to measure strategy effectiveness
 - ✓ Analyze metrics to see what's working and make corrections
 - ✓ Make a plan to include additional methods of driving traffic to keep expanding your list
 - ✓ Identify valuable follow-up content to keep people engaged
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Expectations

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

In the Action Guide, write down three skills you expect to gain.



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

Key Takeaways:

- ✓ Your email list is your way of keeping in touch with your clients
- ✓ It's critical to building and nurturing relationships with prospective customers
- ✓ Communicate directly and establish trust
- ✓ Email lists don't require a huge financial investment
- ✓ Learn the key steps to start your list and set realistic goals

What is an Email List?

- ✓ Think of your email list as your virtual contact list
- ✓ Keep information about each of your subscribers
- ✓ Protect people's privacy and never pass this information on

Why Email Marketing?

- ✓ One of the best ways to market and grow your business
 - ✓ Communicate with your audience and show them how you can help
 - ✓ Reasons to use email marketing include:
 - You gain the opportunity to become a thought leader
 - Email marketing can be more effective than marketing via social media
 - Communication helps to build your brand
 - You can take it with you
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What Do You Use an Email List For?

- ✓ Some key uses include:
 - Nurture relationships
 - Get to know your audience
 - Collect feedback
 - Share status updates
 - Advertise new products or services
 - Stay in touch with your clients
 - Provide education
 - Promote content from your blog or website

What Are You Waiting For?

- ✓ There are a variety of reasons that people wait to build a list
- ✓ There are some mindset hurdles to overcome
- ✓ Fear of Technology
 - Look for training videos and support
- ✓ Not sure what to write about
 - Look to competitors and ask audience for their input
- ✓ Time commitment
 - Think strategically where you want your business to go

How to Start and Grow Your List

- ✓ It's okay to start small
 - ✓ You might only begin with friends and family
 - ✓ To start, you'll need:
 - A clear picture of your ideal subscriber
 - A system to capture contact info and send emails
 - A lead magnet to entice people to share their details
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- An opt-in page where people can sign up
- Consistent and valuable email content
- Steady traffic to your opt-in forms

Review Where You Are with Your Business Now

- ✓ It's important to take stock of where your business currently sits
- ✓ Ask yourself:
 - Do you have an email list?
 - How responsive is it?
 - How have you collected it?
 - How regularly do you interact with it?
- ✓ How will having a list of interested people change your business?
 - What would you be able to do that you can't now?
 - How will you be able to help more people?
 - How will it change how you make your offers?
 - How might it help with income generation?
 - How will an income increase change your life?

Set Realistic Goals for Building Your Email List

- ✓ Set goals to keep yourself accountable
 - ✓ Be realistic
 - ✓ You'll need focus, determination and consistency
 - ✓ What makes a list valuable?
 - An engaged list of people who want to hear from you
 - ✓ How much time does it take to build a list?
 - Depends on your time, system set up and how long you need
 - ✓ Why do you want a list?
 - Identify the primary need your list will address
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Conclusion

- ✓ Email marketing is a great way for you to stand out
- ✓ Don't let a negative mindset ruin the opportunity to grow your business

Action Step:

1. Review where you are with your business now. Answer the key questions listed in the Action Guide.
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Module 2: Define Your Target Audience

Key Takeaways:

- ✓ If you try to attract everyone, you may end up attracting no one
- ✓ Don't assume everyone is your audience
- ✓ You need to identify the people you can help best

Why Do I Need an Ideal Customer Avatar?

- ✓ Knowing who your client is helps you to make the right decisions
- ✓ The more complete your avatar, the better you'll be able to relate
- ✓ An existing profile might be out of date, or lack detail
- ✓ Show you can relate and provide solutions to problems
- ✓ Don't be afraid to be specific
- ✓ Without it, you risk being generic and ineffective

Step 1: Draft Your Ideal Customer Avatar

- ✓ The vision of the person you really want to work with
 - ✓ It might be a specific person you know, or a combination of traits
 - ✓ Know who to attract and tailor emails and content to their needs
 - ✓ Ask yourself:
 - 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?
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- ✓ These answers will give an initial perception
- ✓ Demographics and psychographics take it a step further

Step 2: Take Your Ideal Customer Avatar a Step Further with Demographics

- ✓ Things like gender and age can be too general
- ✓ Examples of demographics include:
 - Gender
 - Age
 - Marital status
 - Children
 - Education
 - Income
 - Employment status
 - Religion
 - Hobbies

Step 3: Use Psychographics to Understand Your Customer's 'Why?'

- ✓ Psychographics are essential to personalize content
 - ✓ They'll influence why your customer will buy
 - ✓ Ask yourself:
 - 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?
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- What are their core values?
- How do they view the world?
- ✓ Know what's important to them to motivate them
- ✓ The secret is to connect on an emotional level

Tips for Collecting Information About Your Ideal Customer Avatar

- ✓ To gather demographic and psychographic information:
 - Ask your audience
 - Stage interviews and ask ideal customers direct questions
 - Incorporate the language they use into your emails to build rapport
 - Observe your audience
 - Spend time where they hang out and see what they're talking about
 - Pay attention to questions, problems they have and likes/dislikes

Step 4: Name Your Ideal Customer Avatar

- ✓ Humanize your persona and make it easier to remember
- ✓ Use an image to bring it to life

Conclusion

- ✓ Defining your target audience is crucial
- ✓ Tailor content and reach the right people

Action Step:

1. Complete the Ideal Customer Avatar profile.
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Module 3: Plot Your Customer's Journey

Key Takeaways:

- ✓ Having a list isn't enough - you need to continue to attract attention
- ✓ Build the path you'd like subscribers to take to see positive results

Create a Start-to-Finish Plan

- ✓ Customers will start with free content
- ✓ Decide what your end goal is
- ✓ Fill in the stages in between

What are Sales Funnels?

- ✓ The sales process a buyer takes, or customer journey
- ✓ Prospects dwindle through each stage
- ✓ Those who complete journey become revenue earners
- ✓ Use the journey to develop purposeful interactions

The 4 Stages of the Sales Funnel

- ✓ Stage 1: Discovery
 - Customers first become aware of you
 - Promote free content to establish trust
 - ✓ Stage 2: Relationship
 - Get to know each other better
 - Provide valuable content to nurture relationship
 - ✓ Stage 3: Purchase
 - You subscriber is ready to make a purchase
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- Highlight benefits and make offers
- ✓ Stage 4: Follow Up
 - Follow up to build loyalty
 - Continue to provide value
- ✓ Nurture relationships at each stage
- ✓ Be genuine, relevant and offer something meaningful
- ✓ Show value to encourage a purchase

Create a Reason for Subscribers to Act

- ✓ Each stage in your funnel needs a clear Call to Action
- ✓ The first CTA is to get your lead magnet – free and valuable offer
- ✓ CTA examples include:
 - Sign up for a free course
 - Download an eBook
 - Commit to a business coaching session
 - Watch a video series
 - Enroll in an online program
 - Attend a webinar, Facebook live event

Conclusion

- ✓ The customer journey goes beyond a traditional sales process view
- ✓ Develop a simple plan at least, that will evolve over time

Action Step:

1. Map the customer journey for your business.
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Module 4: Create an Enticing Lead Magnet

Key Takeaways:

- ✓ Motivate your customers to provide their contact information
- ✓ Offer something of value in return for best results
- ✓ Your free gift is called a 'Lead Magnet'

Why Do I Need a Lead Magnet?

- ✓ It's the nudge to get clients onto your email list and into your funnel
- ✓ Provide expertise in exchange for their email address
- ✓ The end goal is to turn them into customers
- ✓ A lead magnet helps you:
 - Motivate customers to opt in
 - Familiarize potential customers with you
 - Turn website visitors into potential customers
 - Create foundation for long-term relationships
 - Build your credibility
 - Start to build your 'know, like, and trust' factor.

Best Practice for Designing Your Lead Magnet

- ✓ People are reluctant to give away information so offer lots of value
 - ✓ Solve a problem that relates specifically to them
 - ✓ Remember:
 - Less is More
 - Base it Around Your Expertise
 - Be Specific
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- Make it Captivating
- Create an Organized Sequence
- Give Clear Instructions
- Make Time

Choose the Content and Format of Your Lead Magnet

- ✓ Lead magnet content must be something your audience wants
- ✓ If it doesn't help them they won't sign up
- ✓ Choose one of the following choices to keep it simple:
 - Option 1: List of Resources
 - Option 2: Checklist
 - Option 3: Cheat Sheet

Create Your Lead Magnet Step-by-Step

- ✓ Break it down into steps to avoid overwhelm
 - ✓ Reuse and repurpose content into a lead magnet
 - ✓ Step 1
 - Choose one of the options
 - List of resources
 - Checklist
 - Cheat sheet
 - ✓ Step 2
 - Brainstorm your client's key needs
 - List of resources
 - Recommendations
 - Checklist
 - Process breakdown
 - Cheat Sheet
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- Steps recap
- ✓ Step 3
 - Decide on the top 5 priorities
- ✓ Step 4
 - Choose how you'll deliver your free offer
 - Text
 - Audio
 - Video

Using Written Format

- ✓ Save your lead magnet as PDF for easy download
- ✓ Keep it professional and engaging
- ✓ Upload and provide the link to subscribers

Using Audio Format

- ✓ Record content as MP3
- ✓ Store online using audio storage service
- ✓ Provide link to subscribers

Using Video Format

- ✓ Record content using camera, screen content or slideshow
- ✓ Upload to YouTube as 'Unlisted'
- ✓ Provide link to subscribers

Conclusion

- ✓ Your lead magnet is something your ideal client wants
 - ✓ Set yourself apart from your competition and build relationships
 - ✓ Reach more people, gain exposure
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Action Steps:

1. Choose one of the 3 suggested options for a first lead magnet.
 2. Choose an enticing title.
 3. Choose the delivery method you prefer.
 4. Create your lead magnet.
 5. Upload your lead magnet and grab the link to add to your first email.
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Module 5: Set Up Your Automated List Building System

Key Takeaways:

- ✓ You need people to find your lead magnet and to send it to them
- ✓ You need an opt-in form or page and an email marketing platform

- ✓ You'll learn how to:
 - Select an email marketing platform
 - Create a list in the system
 - Create an opt-in form and/or an opt-in landing page
 - Place the opt-in
 - Create thank you and download pages

Step 1: Select an Email Marketing Platform

- ✓ The system you'll use to build and grow your list
 - ✓ They all offer similar functionality
 - Store customer data
 - Segment customers to lists
 - Use templates to create emails and other content
 - Utilize autoresponders to schedule and send emails
 - Create email series
 - Monitor success through analytics
 - Provide technical support
 - ✓ Use a professional company email address as opposed to a free one
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Streamline Your Process with Autoresponders

- ✓ Take advantage of autoresponders to streamline marketing
- ✓ Create an email or series and set it to send on autopilot

- ✓ How an autoresponder works:
 - Customer enters information to receive lead magnet
 - Information is added to your list
 - They're directed to a 'thank you' page to download
 - Include customer in a series of automated emails
 - Emails are sent based on specifications
 - Program autoresponder to send out follow-up emails
 - Autoresponders keep business open 24/7

Decide Which Email Marketing Platform is Best for You

- ✓ Different platforms provide unique features at different price points
 - ✓ Most will integrate with other systems
 - ✓ Check out technical support and video tutorials
 - ✓ Start small and learn your way around
 - ✓ Some free platforms include:
 - MailChimp
 - Mad Mimi
 - ✓ Some paid platforms include:
 - ActiveCampaign
 - GetResponse
 - Drip
 - AWeber
 - Converkit
 - HubSpot
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Step 2: Create a List in the System

- ✓ Follow the steps within the platform to create a list
- ✓ Import your contact list if you already have one
- ✓ Create an empty list for new subscribers to be added to

Step 3: Create an Opt-In for Your List

- ✓ Create an opt-in form to entice people to enter info
- ✓ After they've entered their info, your lead magnet can be sent out
- ✓ Add your opt-in form to various places

Elements of an Ideal Opt-In Form

- ✓ Basic essentials include:
 - Headline with benefit
 - Bullet points of what they'll get
 - Call-to-Action
 - Submit button
 - Privacy policy link (or checkbox for consent, if relevant to your country)
 - Image of what they'll get
 - ✓ Best practice guidelines include:
 - Give them incentive
 - Avoid distractions
 - Take advantage of templates
 - Choose a single or double opt-in
 - Make it noticeable
 - Use language that resonates
 - Keep it mobile-friendly
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Choosing an Opt-In Page in Addition to an Opt-In form

- ✓ They are both created to entice people to join your list
- ✓ The opt-in page is a whole page dedicated to the offer
- ✓ Add more information
- ✓ Follow the same guidelines as with the opt-in form
- ✓ Use a stand-alone tool such as LeadPages
- ✓ Make sure all forms and pages are linked to the same list

Outsource the Job

- ✓ Save time and trouble by having someone create it for you

Step 4: Place the Opt-In

- ✓ Placement will have a bearing on how many people opt-in
 - ✓ Current thinking suggests:
 - Top of home page
 - 'Above the fold' is effective as it's the first thing people see
 - Announcement bar
 - Featured on the top of every site page
 - Top of side bar
 - Above any ads or other content
 - Bottom of blog post
 - Capture the lead while it's hot
 - 'About' page
 - One of the most visited pages
 - 'Welcome' page
 - The first thing people see
 - Exit intent pop-ups
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- Track visitors' movements and offer it when they're about to leave
- Delayed pop-ups
 - Give them a chance to check out the site
- Website footer
 - Appears across all pages
- ✓ Check out email marketing platform training
- ✓ Follow instructions or get someone to help you

Step 5: Create Thank You and Download Pages

- ✓ Thank You pages appear after people enter their details
- ✓ Create your own or use a default
- ✓ Use a double opt-in for people to confirm their consent to receive emails from you

Conclusion

- ✓ Steps you need to take:
 - Select an email marketing platform
 - Create a list
 - Create an opt-in form/page
 - Place the opt-in
 - Create thank you/download pages

Action Steps:

1. Choose your email marketing platform and set up your first list.
 2. Make decisions about your opt-in. Write enticing copy to attract people to your lead magnet.
 3. Create a dedicated opt-in form to put on your website.
 4. Test the opt-in page to ensure it is connected with the email list.
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Module 6: Write and Schedule Your First Relationship-Building Email Sequence

Key Takeaways:

- ✓ Make sure interested people remain engaged
- ✓ Write a sequence of emails to begin a long-lasting relationship
- ✓ Use an autoresponder to schedule them

Why You Need Automation

- ✓ You need an automated email sequence to:
 - Build relationships
 - Set the tone for future communication
 - Save time by building and scheduling a sequence only once
- ✓ Don't overwhelm your list
- ✓ Judge what you think they'll want and what you can commit to

Start With a 'Welcome' Email Sequence

- ✓ Take advantage of early engagement with a series of welcome emails
 - ✓ Let them get to know you and set the tone
 - ✓ A general rule suggests seven emails as a good amount
 - ✓ Think of the sequence as a single piece of content to ensure everything relates
 - ✓ Aim to deepen relationships over time through content
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Here are seven email templates you can customize for your welcome sequence:

- ✓ The 'Thank You' Email
 - Goal: Give subscribers access to the lead magnet
- ✓ The 'Reminder' Email
 - Remind subscribers that they've received your lead magnet
- ✓ The 'Sharing' Email
 - Share some interesting and relevant information
- ✓ The 'Problem' Email
 - Relate to a problem they might have
- ✓ The 'Check In' Email
 - See how they're using the lead magnet
- ✓ The 'Trust Building' Email
 - Build more trust with subscribers
- ✓ The 'Ask' Email
 - Turn subscribers into paying customers

Test Your Email Sequence

- ✓ Test each email and test links
- ✓ Have other people test also

Conclusion

- ✓ Aim to move people through a journey from stranger to brand advocate
 - ✓ You'll need to create more emails over time
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Action Steps:

1. Write your first welcome email.
 2. Plan the sequence of seven emails covered in the module and write them.
 3. Load your emails into your autoresponder, according to their tutorials.
 4. Do a test sign-up to make sure everything is working.
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Module 7: Start Growing Your List of Subscribers

Key Takeaways:

- ✓ It's time to get actual people on your list
- ✓ This takes time, effort and key strategies
- ✓ Drive traffic to your opt-in form

Getting Started: Finding People to Subscribe

- ✓ Where can you find your ideal customer?
 - Current contacts or customers
 - Website visitors
 - Social Media
 - Offline
 - Content Marketing

Strategy 1: Adding Current Contacts and Customers to Your List

- ✓ Only add people who have asked to be added
- ✓ Send personalized emails from your regular email account with opt-in links
- ✓ They'll then be signed up to the list if they're interested

Strategy 2: Get Website Viewers Added to Your Email List

- ✓ Place your opt-in form throughout to turn every page into a landing page
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Strategy 3: Get Social Media Followers to Join Your Email List

- ✓ Have social media followers subscribe to your list
- ✓ You don't own the contact information until they sign up
- ✓ Some ways to get followers to join your list:
 - Contests
 - Freebie offers
 - Cover image opt-in link
 - Create a video promo
 - Use pinned posts
 - Start a group
 - Ask followers to download lead magnet
 - Video tutorials
 - Collaborate
 - Share opt-in in comments
 - Create an ad

Strategy 4: Get People You've Met Offline onto Your List

- ✓ Some leads will come from traditional, offline methods
 - ✓ All materials should include a CTA to sign up to your list
 - ✓ To reach people through traditional methods:
 - Hand out business cards
 - Create printed handouts such as flyers
 - Create product displays
 - Incorporate QR codes that link to your lead magnet
 - Use sign-up sheets at events
 - Host giveaways to get contact information
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Strategy 5: Use Content Marketing to Drive Traffic to Your Opt-In Page or Form

What is Content Marketing?

- ✓ Publish high-quality, valuable and free content to help people solve a problem

How Does It Get Someone to Join Your Email List?

- ✓ Give someone valuable information to encourage them to share it
- ✓ Your content must be extra special to compete with others
- ✓ Content marketing to grow your list:
 - Guest blog posts
 - Post articles on social media
 - Webinars
 - Interviews where you're the guest
 - Podcasts where you're the guest
 - SEO optimization

Conclusion

- ✓ Make sure any methods you employ have a CTA
 - ✓ Try things out and take action consistently
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Action Steps:

1. Jumpstart your list-building by sending an email to any current contacts or customers telling them about your free gift.
 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
 4. Book time in your diary for these activities.
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Module: 8 Measure Your List Building Progress

Key Takeaways:

- ✓ You need to know how successful your efforts have been
- ✓ Use different ways to track how your content is being received

Step 1: Take Stock

- ✓ Check numbers against your goals
- ✓ Reflect on how you're feeling
- ✓ Ask yourself:
 - During the process...
 - What have you learned?
 - What has surprised you?
 - What has disappointed you?
 - What have you learned about subscribers?
 - How do you feel about the process?

Step 2: Know Your Metrics and Get to Know Your Customers

- ✓ Analyze where traffic is coming from
 - ✓ Track metrics:
 - Open rate
 - Percentage of subscribers who open your email
 - Click-through
 - Subscribers who click a link in your email
 - Unsubscribe performance
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- How many people are unsubscribing
- Historical trends
 - How emails perform over time
- Mobile vs. Desktop
 - Where subscribers are viewing your content

Conclusion

- ✓ Pay attention to metrics to show how your list is performing
- ✓ Take feedback into account

Action Steps:

1. Assess your progress by answering the questions outlined in the Action Guide.
 2. Measure your metrics. Check what your metrics are once your welcome sequence has gone out.
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Module 9: Plan Future Content and Offers

Key Takeaways:

- ✓ Make plans to increase business and provide even more value
- ✓ Review what you've learned and plan out your next steps

Step 1: Review the Course

- ✓ Go back through and flag anything you haven't completed

Step 2: Set New Goals for Your Email List Building

- ✓ As you accomplish things, set new goals to build your list further
- ✓ Know what types of content to create and measure success

Step 3: Revisit Your Customer Journey

- ✓ When you're intentional with your customer journey you're more likely to see results
- ✓ Ask yourself:
 - Is this journey still relevant?
 - Do I need to tweak it?
 - What steps can I add?

Step 4: Determine Your First Paid Offer

- ✓ Your end goal is to convert subscribers into customers
 - ✓ Think about what you want them to buy from you
 - What will my paid offer be?
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- How will I launch it?
- What are my goals for it?
- How will it help me nurture my relationships?

Step 5: Plan Future Content

- ✓ Don't lose momentum and plan future content
- ✓ Make sure everything you create is relevant
- ✓ Plan content to:
 - Stay in touch with subscribers
 - Nurture your relationship with them
 - Build your brand
 - Showcase your expertise
- ✓ Ideas for content include:
 - Q&A
 - Mini case studies
 - Storytelling
 - Resources
 - Websites
 - Blog posts
 - Email challenges
 - Strategy insights
 - Competitions
 - Offers

Conclusion

- ✓ Goals for your email list will evolve as your business changes
 - ✓ Keep thinking of ways to move forward
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Action Steps:

1. Review this course.
 2. Write out your new list building goals.
 3. Outline your plan for your first (or next) paid offer.
 4. Create a list of content ideas for future emails.
 5. Detail others actions you need to take.
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