

# Surefire Strategies To Building An Engaged Email List.



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## Building An Engaged Email List

Building your email list should be your first priority, I know there's a saying going around that email is dead, just take a minute to look in your inbox and tell me if that's true? I'll wait 😊

Just look at businesses large and small, everytime you go to their website they are asking you to sign up on their email list to either receive some sort of incentive, like free shipping or 20% off your first order, this should tell you how important building your email list is.

Take a moment and examine the emails that are sent to you from brands and coaches that you love. Organize your emails into categories. Promotions, Challenges, Optins, Webinars.

You can gain some valuable information from their emails:

- Headlines
- Copy (how they word their email)
- Offers
- Promotions

Now you have a good idea of what goes into getting your customers attention, I am not saying use their ideas verbatim, but utilize it as a guide when drafting your own emails.

Once you have a clear plan as to what product or service you are creating, then you can begin developing a process to take them through your sales funnel.

Another reason why it's a good practice to plan out your emails in advance is, you want to continue to keep your brand before your audience, or else they will lose interest and opt-out, you also don't want them just sitting on your email list.

### Creating Email Campaigns

Your money is in your list, and this is why it is important to be constantly list building. When you have offers you can promote them to your list and give them coupon codes and free shipping as an incentive to being on your list.

One way to kill an email list is to give them a free resource and never follow up and just leave them hanging there, after a while when you do send them an email your open rates will be low or non-existent.

Begin by creating an email campaign for what you're promoting, but first, you want to nurture, nurture, nurture. I don't know about you, but I get annoyed when I just signed up on someone's list to receive a free resource, and the next email is trying to sell me something.

Wait a minute I don't even know about your brand, that's like going out with someone on a first date and they ask you to marry them, that would be so weird. You have to build a relationship with your subscribers telling them about your business and how you can solve their problems.

Create a Facebook group and invite them there so you can continue to give them more content about your brand and how you can help them.

## Targeted Email Campaign

1. Welcome Letter (thanking them for downloading the free resource)
2. Email within the next 2 days You can use [getresponse](#) for your email autoresponder to drip out your emails. (This email is inquiring if they have taken action on the information in the free resource) this is where you can have a link to your Facebook group so you can continue to give them value.
3. Next dripped email can ask them a question, where are they stuck at, you can guide them to reply to the email or join your Facebook Group where you can answer their question via live or recorded video.
4. Next dripped email can be a free resource that you have already created and it's a bonus because you appreciate them being a subscriber.
5. The next dripped email can be about a free webinar or challenge that's in your Facebook group so they have to be a member to get the free content.
6. The next email is about an upcoming offer that you have and for them being a subscriber you are giving them an incentive to purchase a coupon code/ free shipping/ discount, you give them a heads up when the product/service will be available with a cut off date because you want them to know it's for a limited time.
7. The next email is what you are promoting with the discount in the email.

This is a targeted email campaign and you can rinse and repeat this process for all of your promotions. You have just created an email sales funnel via nurturing your subscribers.

Now what you want to do with those who are already part of your Facebook Group is to segment them so this way you're not constantly sending them emails to join your group.

Segmenting your email list is a great way to send your subscribers the information they want instead of random emails.

When you send out emails ask your subscribers what content would they like to receive from you, this will ensure your open rates are higher.

And for those subscribers who haven't opened up your emails within the last 30-60 days remove them, your goal is to create a clean list with engaged subscribers.

Each time you create an email campaign determine what is your end goal and reverse engineer your emails to give value so when they get to the offer it's a no brainer to purchase.

## How to Get Your Emails Opened

Before you can get any results from email marketing, your list needs to be full of targeted and interested audience members. The next important aspect is getting your emails opened. Let's explore the different ways in which you can entice your audience to open your emails so that they can receive the value of your messages.

**Build Trust and Relationships** From the moment they provide their email address and join your list, it's time to use every opportunity to establish trust, promote your expertise, and build a relationship with each member of your email list. You can accomplish this by understanding the process your prospect goes through once they provide their information.

Then use each step of that process to reinforce what your promises are.

**Thank You Page** – Depending on how you have set up your system your audience may be taken directly to the thank you/ download page to download the opt-in. This is where you can explain what they can expect from your email messages, along with the download instructions.

This page not only provides info but shows respect and appreciation to your subscriber, which is important to building a trusting relationship.

**Double Opt-in Message** – If you're using an email system that requires a double opt-in message, readers may be taken to instructions about opting in for your list so that they can receive download instructions. You begin to build trust by explaining that you use the double opt-in for their safety and security as well as to verify that they want to receive the info requested.

**First Email** – Once someone opts-in and/or verifies the opt-in, you will need to send the first email, also called the "welcome" email. Although you may have given the reader all of the information needed, it's important to remind them of the info and links in an "official" message.

Be sure to thank them and let them know when to expect the next email. These first messages are often part of an autoresponder series. Remember, when you make these promises to your prospects you need to stick to them. So, don't blow smoke.

Tell them exactly what to expect, when to expect it, how it will work, and follow through. Let them know how often you'll send emails, the type of information they will contain, and other pertinent information.

## Create Actionable, Personalized Subject Lines

If your subject line doesn't resonate with the person receiving it, they're not going to open it. If it looks like it's from a stranger, or someone they don't know, like, or trust they're not going to open it.

These tips will help you create subject lines that really make sense to your recipients, ensure more emails are opened, which means your audience is more likely to answer your calls to action.

**Be Clear Not Clever** – When you create an effective subject line ensure it both considers your audience and your goals while conveying a sense of urgency. The more you can personalize the subject line the better. Avoid the use of puns, unless it really works with your audience, because you want them to know what's in the email.

**Ensure Your Subject Line Matches Your Email Copy** – Don't try to trick your email recipients into opening an email with a subject line that doesn't match the copy of the email. What is the email about, who is it to, and what is the benefit for them to opening it? Try to express that in the subject line.

**Use a Friendly Reply Email** -- Don't use a "no reply" or look too corporate with your reply email address. When possible, use your name. People are more likely to open your email message if they feel it came from someone that they know. You want your audience to be able to hit reply to send you a message if something in the email resonates with them. It builds trust.

Email subject lines that are actionable, personalized, and relevant are more likely to be opened than emails that use trickery to get people to open them.

Sure, we've all been fooled by an interesting subject line that tricked us to open it, only to find information that was not relevant. This is not a good practice for a business owner who wants to earn money through email marketing.



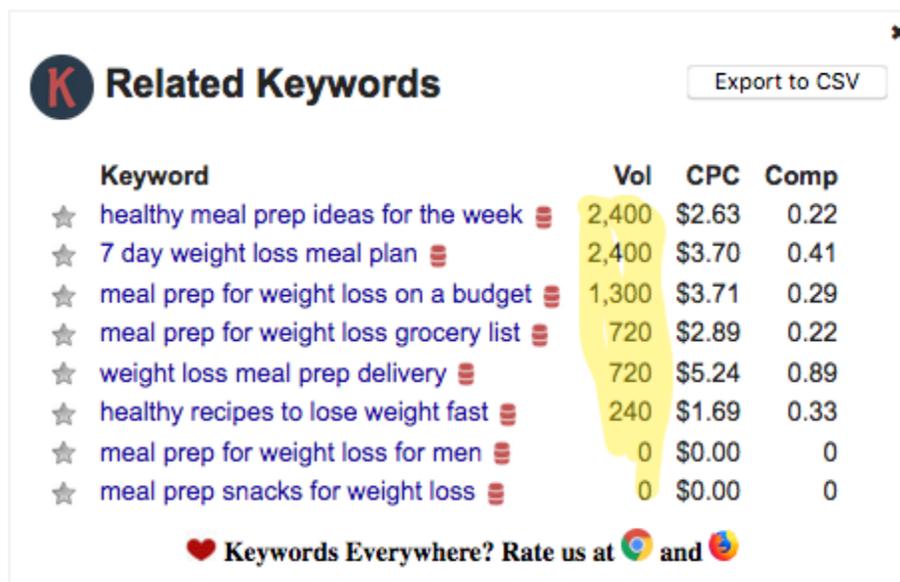
## Research Your Market

Doing a keyword search is vital, performing this task lets you know what your audience is looking for. Here is the [link](#) for a blog post tutorial that shows how to use a tool called Keywords Everywhere.

Here is an example of how this tool can help you with creating your leadmagnets based on your keyword search.

The screenshot shows a search bar with the text "meal prep for weight loss" and a magnifying glass icon. Below the search bar, the search volume is highlighted in yellow as "Volume: 18,100/mo | CPC: \$4.50 | Competition: 0.42" with a star and a red square icon. Below this are tabs for "All", "Videos", "Images", "Shopping", "News", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, the results are shown as "About 71,200,000 results (0.52 seconds)". The first result is an advertisement for "Nutrisystem® Weight Loss Meals | America's #1 Home Delivery" with a link to "www.nutrisystem.com/WeightLossPlans". Below the ad are two columns of text: "Shop Plans" with sub-points "Lose weight & improve your health" and "Choose the Right Program For You"; and "Menu Items" with sub-points "Variety You'll Love" and "Nutrition You Need!".

With this tool you can also download the CSV file to see what topics you can create based on the number of people who are looking for it. Now creating content to build your list becomes doable, as well as creating the products that assist in solving your target customers problem.



Keyword	Vol	CPC	Comp
★ healthy meal prep ideas for the week	2,400	\$2.63	0.22
★ 7 day weight loss meal plan	2,400	\$3.70	0.41
★ meal prep for weight loss on a budget	1,300	\$3.71	0.29
★ meal prep for weight loss grocery list	720	\$2.89	0.22
★ weight loss meal prep delivery	720	\$5.24	0.89
★ healthy recipes to lose weight fast	240	\$1.69	0.33
★ meal prep for weight loss for men	0	\$0.00	0
★ meal prep snacks for weight loss	0	\$0.00	0

♥ Keywords Everywhere? Rate us at  and 

### Keyword Search Resources

Here's a list of keyword tools to get you started some are free and some are paid subscriptions, choose what's best for your business and rock it out!

[SEMrush](#)

[AnswerThePublic](#)

[Buzzsumo](#)

[Ubersuggest](#)

Now that you have the basics it's time to get started in building that list. Place your links and send traffic to your landing pages have social share buttons to encourages shares of your free offers, and last but not least have patience.

Rome was not built in a day...however consistency is key and before you know it you will have an engaged list of subscribers who become fans and customers of your products and services.

