Email Campaigns

Create A Valuable Opt-in Offer

Greetings Entrepreneur

This checklist will give you insight into crafting your email campaigns because your money is in your list.

However you want to make sure you are creating valuable content for your target audience so when they download your PDF, e-book or checklist they will get results.

So let's get started building your email list, you won't regret that you did.

Michele

Micheles Coaching Biz

EDUCATE EQUIP INSPIRE

Objective

Plan out your objectives for having subscribers on your email list,

What Is Your Goal?

1. Bring awareness to your brand
2. Grow your facebook group
3. Grow your Youtube channel
4. Send traffic to your blog/website
5. Send traffic to your podcast

What content can you create to bring engaged subscribers to your email list. Have a brainstorming session to come up with ideas.

Checklist

- Write Down Your Goals
- Where do you want to lead them (group, website, social media channel)
- Create your free resource.
- Create your welcome email.
- Add Your logo.
- Invite them to join your Facebook Group where you share exclusive content for your members

Checklist

- Include your social media links.
- Follow-up email dripped out 2 days after welcome email.
- Create 2 emails 1 for those who have opened the email and 1 for those who didn't.

For the open emails (ask them if they had a chance to put the free resource to use.

Give ways you can continue to assist them by sending them to your website Facebook group or Youtube channel.

Checklist

- Unopened emails will receive an email reminder.

- Your next email can let them know about an upcoming training, challenge that you're doing in your group or social media channel (encouraging them to join)

- The next email can be about a newsletter or some type of content in the form of video or audio podcast that you want to share.

Checklist

- The next email can be about an upcoming promotion that you're having and you're giving them a heads up.

- Send them a bonus freebie as a free gift for being on your email list (this is something they weren't expecting but because you value them you wanted to do something special for them) Make sure the content is of good quality.

- When you have an offer in place send it out to those who have opened your previous emails