

EMAIL MARKETING IS NOT JUST LIST BUILDING.

Growing your list is an important part of email but it's only one aspect of it.

Even if you have list building figured out, there are lots of roadblocks you can face if you don't have a plan.

That's because your email list has so many moving parts. There are lots of different pieces that have to come together for a coherent strategy.

You can be very successful at growing your list and still end up sabotaging yourself if you don't know how to use your email list.

The email lists that generate income are those which are able to take the subscriber from 'Who the heck are you' to 'I want to buy EVERYTHING you put out for sale!'

Always refer back to the 5-Step Activation Process to make sure that every part of your email marketing system is linked and relevant to one another.

In this Email Jumpstart Pack, you have access to a combination of templates, checklists and worksheets designed to get you thinking deeper about how each part in your email marketing system links to one another.

If you've enjoyed the book 300 email Marketing Tips and if any of the strategies have worked for you, I'd love to hear about it. Drop me a note at meera@meerakothand.com

Meera

CONTENTS PAGE

Answer These Foundational Questions First!_6 Ultimate Launch Your List Checklist_8 Tools List_13 Opt-in Freebie / Lead Magnet Checklist_15 Welcome Email Checklist_16 Checklist To Get Every Email Opened & Read_17 Templates

- Ignored Your Email List _ 20
- Welcome Email _ 23
- Perfect Email _ 25

The Profitable Email System 27

ANSWER THESE FOUNDATIONAL QUESTIONS FIRST!

What unique benefits do you offer your subscribers by being on your list?

What types of emails will you send?

What methods will you use to capture traffic from your site?

Footer

Exit intent pop-up

Top bar Sidebar Header

Below the header About page Resources/tools page

Top and bottom of every blog post

Others : _

1. What channels will you use to promote your email list? Note: If you're starting out, pick one platform first. Once you're getting a steady number of subscribers from that source, move on to work on another platform. Don't spread yourself too thin by working on multiple platforms at the same time.

Pinterest Facebook Twitter LinkedIn Instagram

Influencer outreach

Guest posting

Others: _

Where are you missing out on opportunities to grow your list? For example, posts with no content upgrade, no opt-in incentive?

Where are you missing out on opportunities to make more sales with your email list?

Which email systems are you missing out on? Refer to Chapter 10 in the book.

What dates are important for your business and can you create an email strategy around these dates?

When is your next list clean?

ULTIMATE LAUNCH YOUR LIST CHECKLIST

New to email marketing? Don't have an email list as yet?

This 'Launch Your List Checklist' takes you through the different phases of launching your email list so that you have a step-by-step plan whether you're launching a new blog or business.

EMAIL LIST LAUNCH PHASES

- 4-6 weeks before launch:
- 2-4 weeks before launch
- 1 week before launch
- Launch Period
- Post Launch

The timeline will vary depending on which pieces you already have set-up.

TASKS TO FOCUS ON

4-6 WEEKS BEFORE LAUNCH

Choose Tools and Resources

- Lock-in email service provider of choice. Consider the following:
 - Ease of use
 - Price
 - Features
 - Extent of Integration with 3rd party services

- Lock in landing page tool

I recommend Thrive Landing Pages or Bluchic Landing Pages.

Opt-in Incentive

- Decide on the topic of the opt-in freebie based on what audience wants + your overall business direction

- Decide on the the opt-in incentive format
 - Spreadsheet
 - PDF
 - Templates
 - Video
 - Audio recording
 - Slides

Plan your Welcome email + initial emails

- Outline Welcome email
- Outline follow-up series or sequence

2-4 WEEKS BEFORE LAUNCHING YOUR LIST

Opt-in freebie

- Finalize opt-in freebie
- Create share links and embed within your freebie

Landing page

- Create a landing page

A landing page has the following components:

- Headline
- Sub-head
- Bullet points
- Call to action
- Social proof

Delivery Mechanism

- Link Opt-in freebie to email service provider

Draft Welcome + initial emails

- Write welcome email
- If there is an existing product aligned with opt-in freebie, write sequence of emails leading to product pitch
- If there is no product or service, write a welcome email series linking to popular posts on your blog or emails that display your brand values/expertise/“thing”

Plan and create website markers

- Plan Opt-in forms/Exit intent pop-ups + create them on the backend At the minimum choose the following:
- Info bar/exit intent pop-up
- Below header/Sidebar
- Opt-in form on footer
- Opt-in form on popular posts

Automatic testimonials

- If you're starting fresh, put in place a system to capture testimonials from early subscribers
- Put in place a system to share these testimonials on your landing page and website

1 WEEK BEFORE LAUNCH

Create promotional assets

- Finalize and create 'Thank you' page
- Create 3-5 pin images for opt-in freebie
- Create social media graphics for opt-in freebie
- Create promotion description for opt-in freebie

Tech Checks

- Test the entire opt-in sequence (sign-up, thank you page, welcome email, follow-up series)
- Test delivery of opt-in freebie
- Test run of the process done with no glitches

LAUNCH

Promote opt-in freebie

- Promote in Facebook groups
- Promote on social media
- Share to Pinterest group boards

Website markers

- Opt-in forms/pop-ups/images are put up on website to bring attention to opt-in freebie and drive traffic there

POST LAUNCH (0-3 MONTH WINDOW)

Review

- Analyze opt-in conversion rate
- Set-up segmentation or 1-click survey
- Update freebie if necessary
- Clean email list every 3-6 months through a re-engagement campaign.

- Plot out overall number of sequences or 'journeys' a subscriber could possibly take on your blog.

-Could be 1 sequence for each category of posts, each product or service you have or each big affiliate offer.

*all sequences do not need to be written out immediately. An overall plan will help you be strategic about your email marketing

TOOLS LIST

Here are some of my favorite email marketing tools. I have used all of these but have put an * on those I'm actively using right now.

Disclosure: Some of the links below are affiliate links. If you decide to purchase any of these resources, I earn a small commission at no additional cost to you. I recommend these products only because I have experience with them and use them for my own business. For more info, read my disclosure policy **here**.

Thrive Architect* (Landing page tool with 100+ templates from thank you pages, webinar pages to sales pages)

<https://meera.email/thrive>

Thrive Leads* (Opt-in forms, exit intent pop-ups, top bars and so much more)

<https://meera.email/thriveleads>

Thrive Quiz builder*

<https://meera.email/thrivequiz>

Pop-up Ally

<https://meera.email/popupally>

Bluchic landing Pages

<https://meera.email/bluchic>

Deadline Funnel*

<https://meera.email/deadlinefunnel>

Thrive Optimize* (For simple a/b testing with thrive landing pages) <https://meera.email/thriveoptimize>

Convertkit*

<https://meera.email/ck>

OPT-IN FREEBIE / LEAD MAGNET CHECKLIST

Is it easily consumable?

Your readers are already suffocating with information. They don't want a long 30 page ebook with paragraphs of content. Or a long email course. You don't want to give them something that they are going to chuck into their hard drive 'for later'.

Does it talk about 1 main idea only?

Just like your blog post or landing page, your lead magnet should have 1 idea or goal as opposed to several ideas.

Does it lead them through a change?

Every offer and content on your website should bring your audience from A (their current state) to B (the desired state).

Are they aware they have this problem?

Is your lead magnet idea specific enough that they know this is something they need help with?

Is it unique?

You do not need another 'how to build a profitable' blog email course. You don't want to create what everyone else has created.

Can you understand the value from the name of the opt-in freebie itself?

Does it stem from one of your blog categories?

Does it lead to an existing product or service? / Can you see it leading into a product or service in future?

WELCOME EMAIL CHECKLIST

Have you included the following in your welcome email?

Thank them for opting in to your list

Who you are and what you do

Why you are the best person to learn from

Do you have experience, been featured on high profile sites, worked with top brands, are 2-steps ahead in the journey?

What can they expect from you?

Mention the type of content you send out

Why does what you're talking about matter?

Asked them to follow you on 1-2 social media platforms? Open a curiosity loop (P.S) about what your next email will be? Ask a question and encourage a reply

CHECKLIST TO GET EVERY EMAIL OPENED & READ

Have you determined what action you want them to take from your email?

Have you set-up necessary email automations?

-Tag link clicks

-Custom opt-out links

-Link triggers?

If you're using symbols in your subject line, does it replace a word or gel with your subject line?

E.g. Traffic Sales

Does your subject line convey one of these emotions?

-Benefit

-Curiosity

-Urgency or scarcity

Can you understand the value from the name of the opt-in freebie itself?

Does it stem from one of your blog categories?

Does it lead to an existing product or service? / Can you see it leading into a product or service in future?

WELCOME EMAIL CHECKLIST

Have you included the following in your welcome email?

Thank them for opting in to your list

Who you are and what you do

Why you are the best person to learn from

Do you have experience, been featured on high profile sites, worked with top brands, are 2-steps ahead in the journey?

What can they expect from you?

Mention the type of content you send out

Why does what you're talking about matter?

Asked them to follow you on 1-2 social media platforms? Open a curiosity loop (P.S) about what your next email will be? Ask a question and encourage a reply

CHECKLIST TO GET EVERY EMAIL OPENED & READ

Have you determined what action you want them to take from your email?

Have you set-up necessary email automations?

-Tag link clicks

-Custom opt-out links

-Link triggers?

If you're using symbols in your subject line, does it replace a word or gel with your subject line?

E.g. Traffic Sales

Does your subject line convey one of these emotions?

-Benefit

-Curiosity

-Urgency or scarcity

Does your email tell them exactly what you want them to do?

Have you tapped into your readers' desires, goals and fears by mirroring their feelings back to them?

Does your email have just one goal?

Did you include at least 3 links in your email

- Intro - Body
- Close - P.S

Did you Queue/Prime the click?

The words you use before the click should nudge them to take action

E.g Ask a benefit driven question, Show proof of what's behind the link

Have you included a P.S with an invitation for your subscriber to converse with you or to raise anticipation for what's coming next?

Have you sent a test email? Do all the links work?

Have you checked if your send date clashes with any holidays or events which may cause lower email opens?

If you're using images, do they render properly on different devices?

Take a look at your email sequence and individual emails. With this content, are subscribers ready to take action on your sequence end goal (the one you determined at the start)?

Have you asked for micro-commitments from your audience? (get them to reply to your emails, get them to sign-up for something, or raise their hands and say they are interested?)

IGNORED YOUR EMAIL LIST? USE THIS TEMPLATE TO RECONNECT WITH YOUR SUBSCRIBERS.

SUBJECT LINE: I messed up/Sorry! Let's be friends?/Can I help you?/Free call/

Hey, **[FIRST NAME GOES HERE]**!

It's been **[X]** months since I last sent you an email. I'll be the first to admit it—that's not right.

I needed some time to **[reconsider my business direction/rebrand/move across the country/work on things]**.

==>> If they may have no clue who you are, put in this paragraph.

If you're scratching your head wondering who I am, I don't blame you. I'm **[introduce your business/ brand and who you are]**. You most likely signed up for **[name of your incentive]**.

I value your time and I appreciate you for giving me space in your inbox.

To say thank you and to make it up to you, please download this exclusive **[guide/report/cheat sheet/ checklist]** on **[topic]**. In this **[guide/report/cheat sheet/checklist]**, you will discover

- Bullet point 1
- Bullet point 2
- Bullet point 3

I'm also giving away five thirty-minute one-on-one **[what service do you provide? Pinterest/branding/ design/productivity planning?]** consultations.

This will be a live Skype call where I answer any questions you have on **[X]**.

If this is something you need right now, hit reply to this email and answer one quick question: What's your biggest struggle with **[X]** right now?

At the end of the day, I'll go through the responses, pick five, and notify you.

What's the catch?

There isn't one. I'm not going to waste thirty minutes of your time and then pitch you on a paid session or product of some type.

You can be assured I'm not going to pitch you anything.

Thank you so much. I'm really looking forward to reading your responses.

[SIGN OFF]

BRAND BOOSTING WELCOME EMAIL TEMPLATE

Hi **[NAME]**!

Thanks for subscribing to the **[name of brand]**. I'm so glad that you're in and I look forward to sending you content **[specific to the change your content promises or blog purpose. example: "that will help you become a pro at sticking to a budget", "that will inspire and encourage you to eat healthy without wanting to pull your hair out", etc.]**

[BLOG NAME] is all about **[why you do what you do]**. **[Share your excitement and tell about your mission and change you want for them. Share your story example: why did you start your blog? Pick on any lightbulb moments you had or where you disagree with accepted wisdom in your niche, statements etc that make you cringe]**

Here's what some readers who were just like you have to say about me **[insert short case studies/ video testimonials if possible]**

Here's what you can expect from me: **[insert what you send and the frequency]**

Here's What You Can Do Now:

Step 1: Whitelist and prioritize all emails from me

Step 2 Come say hello to me on **[insert social media profiles]**

I'm so excited and grateful for the opportunity to connect with you. I know you're brimming with questions and I'd love to know **[insert your question]**

[sign off] [YOUR NAME]

P.S. Tomorrow I'll spill the beans on **[e.g. how doing this one single thing doubled my Y or one massive hack that helped me potty train my child in a single weekend']** Look out for that email.

PERFECT EMAIL TEMPLATE

[HOOK - A short attention grabbing question or statement]

[BODY OF EMAIL]

- Using 'you' instead of constantly writing with "I" or "me"
- Start by tapping into your readers' desires, goals and fears.
- Use transitions or sentence connectors
- I know what you must be thinking
- That's a crazy thought isn't it?
- I know the feeling. So let's be honest for a second

[LINK or Call to Action (CTA) 1]

- Make them nod and say yes
- Want to grow your list on steroids? Use this template: Link
- If these are the questions on your mind, I help you answer them in the latest post:

How to grow your tiny list with 29 simple but powerful tactics (**click here to read my answer**)

[LINK or Call to Action (CTA) 2]

[SIGN-OFF]

[LINK or Call to Action (CTA)]

[P.S 1] [Repeat CTA 3]

[P.S 2] [Continuity. Give them a reason to stick around. Tell them what's coming up next]

INTERESTED IN DIVING DEEPER?

What if you could grow a targeted list of subscribers that are primed to buy your products? What if you could increase your expert status just by writing minding reading sequences and say 'good bye' to emails that get only a fraction of opens, replies and clicks?

The Profitable Email System is the is the A-Z email program that shows you EXACTLY how to turn email into an automated sales and list building machine for your blog or business.

Click here to find out more!

ABOUT MEERA

Meera is an email marketing strategist and 3X Amazon best-selling author of the books ***The One Hour Content Plan, But I'm not an Expert & Your First 100***. She is also the publisher of **MeeraKothand.Com**, an award-winning site listed as one of the 100 Best Sites for Solopreneurs in 2017 and 2018, and the popular CREATE Planners.



Using her unique Profitable Email System™ and ADDictive Business Framework, she makes powerful marketing strategies simple and relatable so that small business owners can build a tribe that's addicted to their zone of genius.

To learn about Meera's books and programs, visit:

www.meerakothand.com/shop-now