



Step by Step Guide to **Email Marketing**

Inspired Insights from **LRobInspires**

STEP BY STEP GUIDE TO EMAIL MARKETING

01

Email Marketing Relevance

02

5 Quick Tips for Email Marketing

03

Writing the Subject Line

04

Creating Your First Automated
Email Sequence

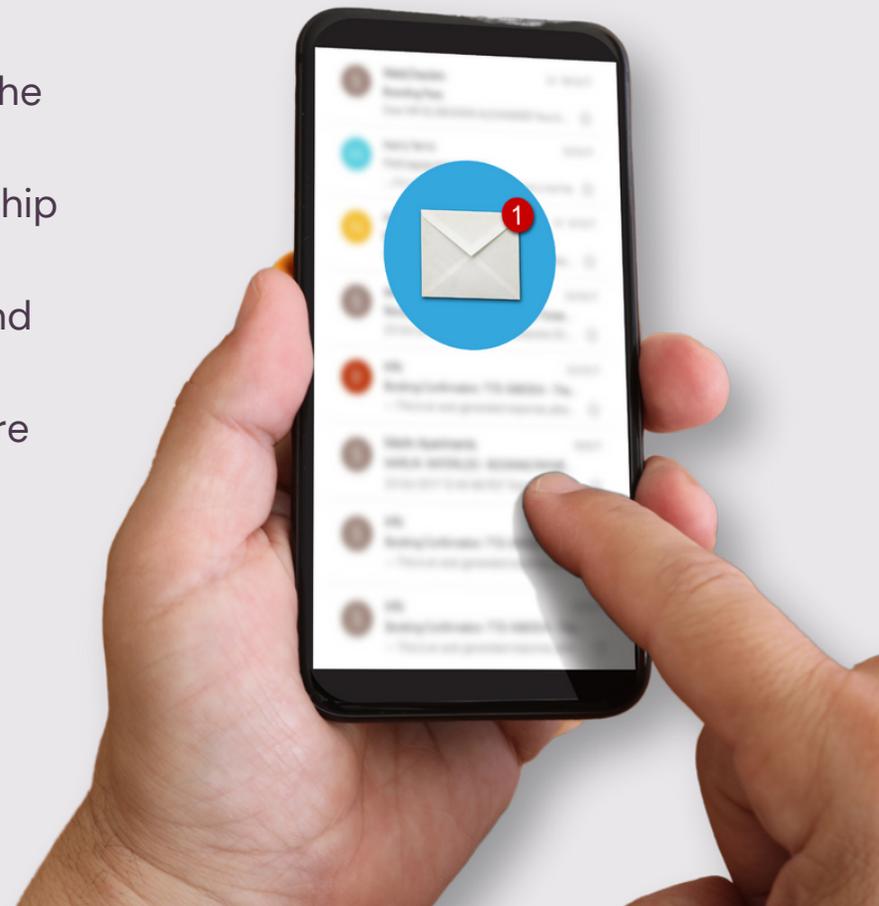
05

Ways to Get More People
On Your List

Email Marketing Relevance

Why is Email Marketing Important?

- It helps capture an engaged email list, vital for the survival and sustainability of your business
- It creates a more intimate and trusted relationship with your followers/customers
- It's an opportunity to test things, pre-launch, and create exclusivity
- It can drive traffic to your website or online store



5 Quick Tips for Email Marketing

2

1. Make it count: Every email you send out should bring value to the subscriber and give them direct "next step(s)" to take. Don't make them guess what you want them to do—tell them!

2. Make it exclusive: What's the point of being on your email list if they can get the same tips and updates from your social media content? Incentivize them with exclusive access, discounts, early-bird sales, or straight-up JUICY resources and insight.

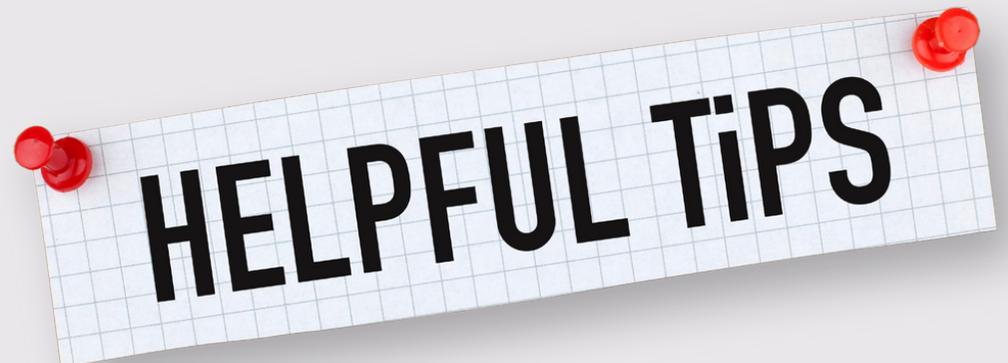
3. Don't send too many: There needs to be a strategy for your email marketing. In certain promotional periods, you may send more than your normal cadence. That's okay. You just need to be mindful and strategically map it out so you don't overwhelm them. (Even too much of a good thing can be bad!)



Quick Tips

4. Focus heavily on the subject line: We would argue this is the most important part of your email campaign. The subject line is your audience's ticket to the rest of the show. You've got to make it enticing enough for them to want to come on in and see more. (Tips on how to do this are in the next section!)

5. Don't abuse it: When you send unethical or spam-like emails to your audience (or worse), you manually subscribe email addresses that did not consent to your subscription—this can quickly get you sent to what we like to call, Spam Jail. (Once you ruin your reputation as a sender, it's all over!)



Writing The Subject Line

Spend the most time on writing the subject line and preview text for your email (but do it **after** you've drafted the body).

Unless you have an immediate (genius) idea for a captivating subject line, don't let yourself get in a copy jam. Remember, we're competing with robots nowadays—we have to be efficient!

First, brain-dump everything you plan to have in your campaign.

Then, determine what is the most important (or intriguing) part that you can feature in your subject line.



Writing the Subject Line

Once you've found it, use one of these tactics to boost your open rate:

- Ask a probing question they probably don't know the answer to Hit 'em with a **bold** statement that has them thinking, "Did they really just say that?!"
- Blow their mind with a shocking statistic that plays into your narrative
- Tease just enough so they are itching to know more
- Create a sense of urgency through numbers and direct date callouts
- Incentivize by saying what's in it for them
- Play teacher and offer out a "how-to"

And if you have no interest in strategically brainstorming an unmatched subject line that could result in major dividends, just leave it to us.



Creating Your First Automated Email Sequence: The welcome series

4

THE FIRST EMAIL: THE FREEBIE

- A “freebie” can be just about anything you want it to be. Here are some ideas:
 - A digital download that is some sort of “guide” or “tip sheet” relating to your industry/service
 - A free section/module within your course/program
 - A checklist pertaining to your service
 - Favorite exercises/recipes/creative interests
 - Access to top resources (book recommendations, favorite supplements, all the brands you swear by)
 - Free masterclass or workshop replay (typically a paid product)

Whatever you choose as your freebie...

- It needs to be value-packed
- Condensed and easy to digest
- Easily accessible
- Something your ideal customer would actually want and think “that’s juicy”

INSPIRED INSIGHTS



The Welcome Series

EMAIL OUTLINE OPTIONS

- You can make this short and sweet “Grab your freebie and go” approach
- You can expand upon the freebie (if necessary) and reiterate what they’ll get by downloading it
- You can do all the above and provide a LITTLE context into who you are, and what you do, and link back to your website/social channels for them to “learn more”

THE SECOND EMAIL: SHORT, SWEET & SENTIMENTAL

The most common approach is to “check in” with your subscribers and ask how they like their freebie. What other questions do they have since looking into it? And [plug an offer] to explain how **your service** can give them all the answers they need.

It’s totally okay (and recommended) to provide additional free information for them to check out. This could be an older blog post, educational or top-performing social media post, podcast interview, workshop replay, etc.

The Welcome Series

THE THIRD EMAIL: THE “LET’S BE FRIENDS” INVITATION

This email is an opportunity to tell your story, your passion for what you do, and why they should **trust** you.

- This email can get lengthy fast so think of fun ways to break up text or use graphics to tell your story. Images of **you** can be the most powerful!!
- Try to only share the important parts or the parts that *need* to be said for credibility
- For instance, your higher education or accreditations may be important to mention but aren’t necessarily that interesting. Choose to write these elements out as bullet points or create a cute branded timeline graphic versus detailed paragraphs.
- This is your opportunity to not only display yourself as an authority in your industry but also get on your customer’s level and **relate** to them. Tell them how you and your products, offers, and/or services can help them reach the transformation they are looking for.

The Welcome Series

THE FOURTH EMAIL: THE PROOF

Give them your best success story (and if that's you, then make it about you)!
If it's a family member, make it about a family member.

- You have to remember: they are not concerned with whether or not your best testimonial was a paying customer – they just want to see real **results**. (They also don't have to know whether your best case study is a paying customer or not.)

Get creative on how you tell the success story:

- Get images with a testimonial
- Have them take an intake and outtake form so you know exactly what their journey was like, naturally outlining the problem and solution
- Ask for a testimonial in video form!



The Welcome Series

THE FIFTH EMAIL: SET EMAIL EXPECTATIONS AND PLUG OFFER

This is the final email of your welcome series. Use this time to thank them for subscribing (personalizing your gratitude) and include your current product, offer, or service.

It could be something like...

- It intimidated me to start an email list so when I say that you being here means the world to me, I mean it.
- I want this subscription to serve as many people as I can reach. Please, if there's anything you'd like for me to dive deeper into, email me back directly!
- I don't take it lightly that you are allowing me in your inbox. I know how frustrating it is to get a million emails from a subscription so I promise to respect your time and only send emails to you when I really have something I think will serve you.

The Welcome Series

SHARE THE EMAIL EXPECTATIONS

- How often can they expect to hear from you? What will your ongoing emails entail and include? Be fully transparent here.
- “Going forward, you can expect to hear from me twice a month, every other Wednesday.”
- “I’ll only ever email you when I have a sale, which will likely be once a quarter.”

PLUG OFFER:

- End the email with an opportunity that leads to conversion. You could give a discount here if you’d like, incentivize with a free discovery call, or just simply say “I’d love for you to join me in my [plug your offer]. You can find all the details here.”
- Briefly bullet point what your offering includes and the transformation your offering brings
- LINK, LINK, LINK!!!



Ways to Get More People On Your List, Generally Speaking

5

Whether all your customer leads are generated through social media, site traffic, or in-person referrals — you can get subscribers in a number of ways.

- Incentivize (sign up here to get x)
- Exclusivity (be the first to know)
- Awareness (stay in the know with what I'm offering)
- Value (more juicy tips and tricks for free)

What this looks like...

- Exclusive content and first-to-know offers
- Coupon code/discount on my current offer if you sign up “now”
- Tease the content being sent and give people a last chance to get the email
- Giveaway: Free spot in my x program
- One-time Offer: Subscribe to my email list and you'll have the chance to win a free 1:1 coaching call with me
- New program dropping on x date, pre-register/pre-order by signing up

INSPIRED INSIGHTS



Step by Step Guide to Email Marketing

This Insight is brought to you by Katie Dyal | CEO of The Collective Source

Katie is the owner and founder of The Collective Source, a fully-remote creative agency that specializes in digital marketing and content writing services. With a carefully-vetted team of project managers, proofreaders, and writers, we're able to work directly with business owners and marketing teams. We also partner with other specialized agencies such as LRoblInspires, to elevate the quality and production of whatever content is needed, with ease.

Thank you for downloading this guide!
We hope it serves you.

Interested in working with our team?
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content writer



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