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Grow Your Business with Email Marketing Done Right

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My name is Darrell

I am a partner at Copyblogger.

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Tell me more about you...

Where are you at with email marketing?

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Grow Your Business with Email Marketing Done Right

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**What is one thing you want
to take away from this
session today?**

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During our session together, you'll learn:

1. How to build your list the right way.
2. The crucial auto responders every business needs to set up to nurture your audience.
3. A simple funnel that will convert subscribers into buyers.

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Let's get started

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Part 1

How to grow an email list the right way

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The foundation for any type of business growth is understanding your target market.

Email marketing is no exception to this rule.

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**Business exists to solve
problems.**

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What problem do you solve?

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The three foundations the perfect target market.

1. They have a problem you can solve.
2. They are aware of this problem, and desire to solve it.
3. They have the means (time and money) to solve this problem.

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The 10 person rule

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A warning...

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The 10 person rule

Get out of piece of paper.

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A list of 10 names

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Send them a private message with the following questions:

1. What's your biggest frustration when learning about [topic]?
2. Which websites, blogs, or podcasts do you currently visit to learn about [topic]?
3. I'm starting a new site (or newsletter) to teach [topic]. I'd love for you to be one of my beta readers. Interested?

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Then you wait for their reply, and you have the foundation for a large list.

Here is what this process does:

1. It gives you clear language on how your target audience talks about their problems. And gives you lots of opportunities for future content.
2. It gives you a list of places to publish content to grow your list in the next step!

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**Turn this into the
100 person rule.**

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Teach Something Specific

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A free mini-course.

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The Steps to creating a killer free mini-course for your audience:

Step #1: What frustration are you going to solve for your audience?

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The Steps to creating a killer free mini-course for your audience:

Step #2: *As if you were explaining it to an 8th grader, what are the five steps to overcoming this frustration?*

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The Steps to creating a killer free mini-course for your audience:

Step #3: Write one lesson for each step.

A free mini-course.

How To Grow Your Email List in 10 Days

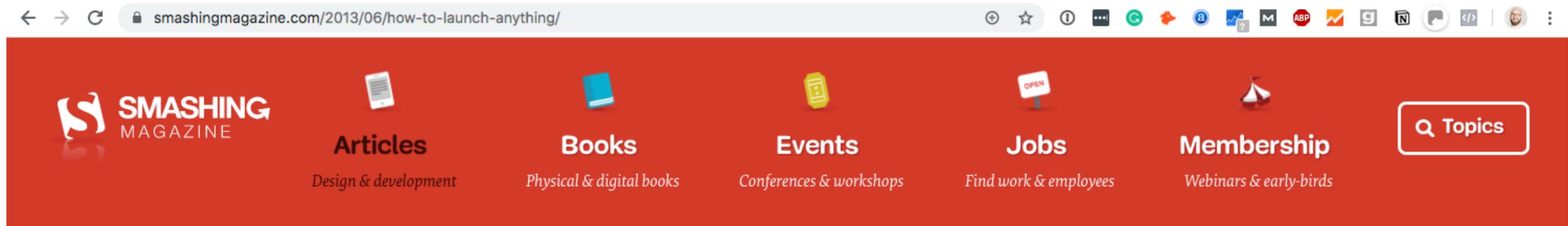
Welcome to the 5 Day Email... 🕒 1 day	STATUS Active	WHEN TO SEND After 1 day	PREVIEW Browser Email
Lesson 1: The 10 Person Rule 🕒 1 day	Subject Welcome to the 5 Day Email Marketing Course		
Lesson 2: Turn the 10 Perso... 🕒 1 day	Content Hey (first name), Thanks for signing up for the my free mini-course on email marketing. I am excited you are here. Over the next 5 days, I am going to share 5 lessons with you to help you take your email list from the beginning to the list large enough to start your online business. Our first lesson will start tomorrow, but today I need you to get ready by thinking about the problem you can help people solve better than anyone else. This is the foundation for your business, and I want you to be clear on this for when we get started tomorrow. Talk to you then! Darrell		
Lesson 3: Create a free mini... 🕒 1 day			
Lesson 4: Outreach for your... 🕒 1 day			
Lesson 5: Next Steps 🕒 1 day			
+ Add Email	110 words		

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Send them a private message with the following questions:

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2. Which websites, blogs, or podcasts do you currently visit to learn about [topic]?
3. I'm starting a new site (or newsletter) to teach [topic]. I'd love for you to be one of my beta readers. Interested?

A Case Study from Nathan Barry:



ABOUT THE AUTHOR

Nathan Barry is the founder of [ConvertKit](#), an email marketing application, as well as the author of [The App Design Handbook](#) and [Designing Web Applications](#).

Use [More about Nathan](#)

JUNE 28, 2013 • [53 comments](#)

How To Launch Anything

QUICK SUMMARY ↗ *Launching a new product – especially your first – can be incredibly daunting. Even knowing where to turn for help can be hard. So many blog posts are full of free advice on how to successfully launch that I almost didn't write another one.*

LAUNCHING A NEW PRODUCT – ESPECIALLY YOUR FIRST – CAN BE INCREDIBLY

17 min read
 [Business, Community](#)
 Share on [Twitter](#) or [LinkedIn](#)

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In the first year, Nathan added over 1,000 email subscribers from this article alone.

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Part 2

The Auto Responders you need to set up today

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The Welcome Sequence

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The Welcome Sequence

Email #1: Your welcome email

Objective: Introduce yourself, motivate your reader to open your next email

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The Welcome Sequence

Email #2: Tell Them Your Story

Objective: Introduce yourself, motivate your reader to open your next email

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The Welcome Sequence

Email #3: Show them your best content

Objective: Segment your audience based on their interests.

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The Welcome Sequence

Email #4: Tell them about your free offering!

Objective: Remember that free course you created? Time to show it off, move them to the next stage!

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The Pitch Sequence

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The Pitch Sequence

Email #1: Bridge Email

Objective: A soft transition from your educational content to your paid offering.
Create anticipation.

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The Pitch Sequence

Email #2: Product Offering Email

Objective: Tell them everything about your product, and ask them to buy!

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The Pitch Sequence

Email #3: The Problem Email

Objective: Highlight your ability to understand the main problem you are solving with your product. Then show you can solve it.

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The Pitch Sequence

Email #4: The Objection Crushing Email

Objective: Think about any objection someone might have to signing up for your product, and help them overcome that objection. This email can look like an FAQ email.

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The Pitch Sequence

Email #5: Social Proof Email

Objective: Show the success of someone using your product or service. Can be one story or many testimonials.

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The Pitch Sequence

Email #6: Urgency Email

Objective: Give them a reason to buy now!
Discount, bonuses or registration going
away after this email.

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The Onboarding Sequence

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The Onboarding Sequence

Email #1: Welcome and Thank You!

Objective: An immediate email offering gratitude, and ALL information they will need to use your product or service to its full extent.

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The Onboarding Sequence

Email #2: How to get the most email

Objective: Share some insights on how your new customer can get the most out of the product or service they just bought.

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The Onboarding Sequence

Email #3: “How Can I Help?” Email

Objective: A short email asking if there is anything you can do to help with their purchase.

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The Onboarding Sequence

Email #4: Survey Email

Objective: After enough time, ask for feedback.

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The Post Pitch Segmentation Email

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The Post Purchase Email

Email #1: Why didn't you buy?

Objective: Understand the objections someone had to purchasing your product or service.

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The Post Purchase Email



Product ▾

Recipes

Pricing

Blog

Log in

Try free

How Spreadsheeto Rescued Over \$20k In Sales Using A Single Post-Pitch Email

+\$20,000
post-pitch revenue

The Problem

Spreadsheet was pitching over email, but wasn't sure why non-buyers weren't

What Helped

Created a "post-pitch survey" sequence that figured out why someone didn't buy,

The Payoff

Deep insights into purchase objections, and \$20,000 (and growing) recaptured

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Part 3

Your Simple Sales Funnel to increase conversions

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Putting It All Together

Your Free Course

Your Welcome Sequence

Your Pitch Sequence

Your Post Purchase Segmentation Email

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Your Simple Sales Funnel

◀ The Basic Funnel ✎

0 TOTAL SUBSCRIBERS

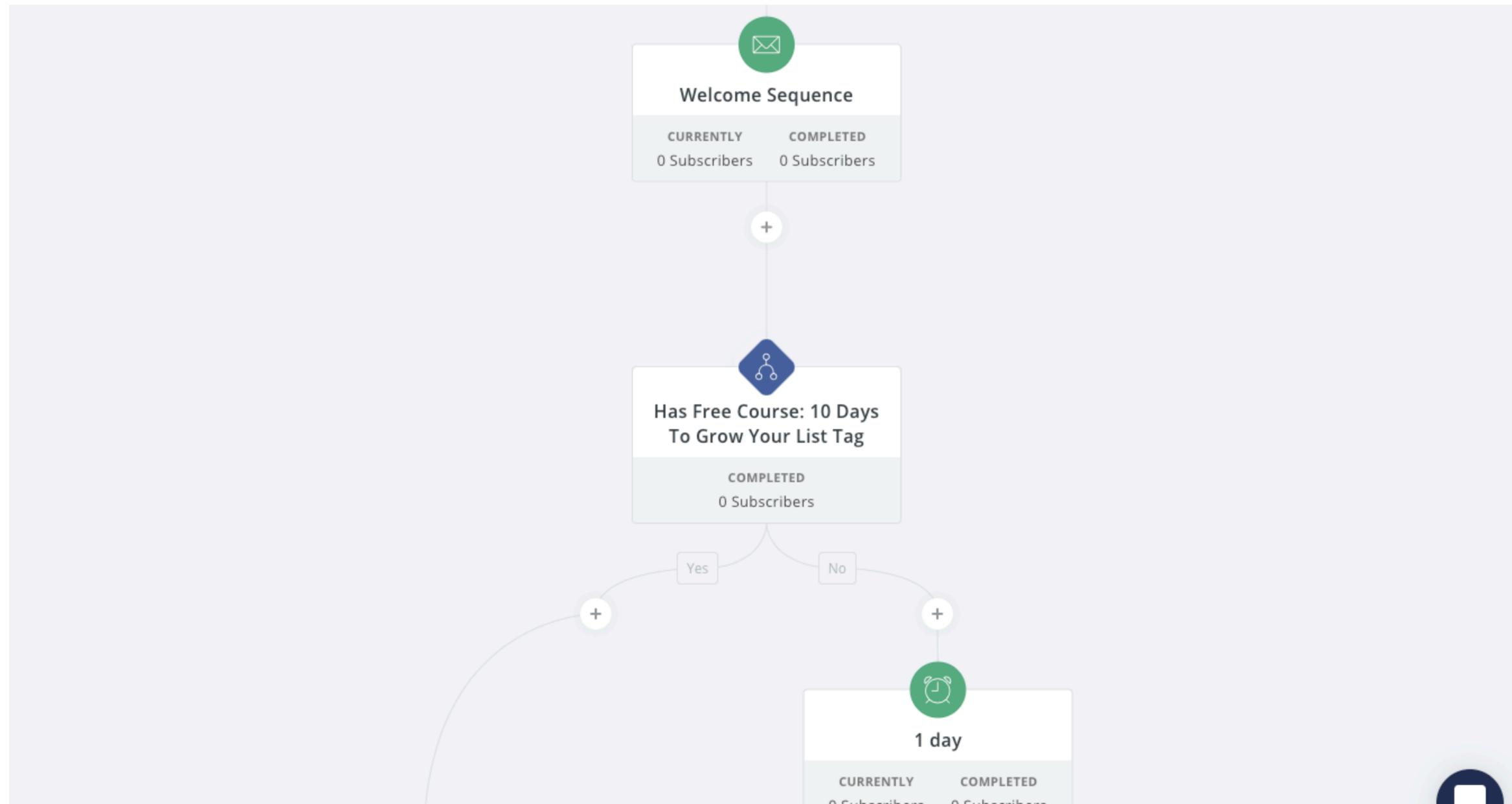


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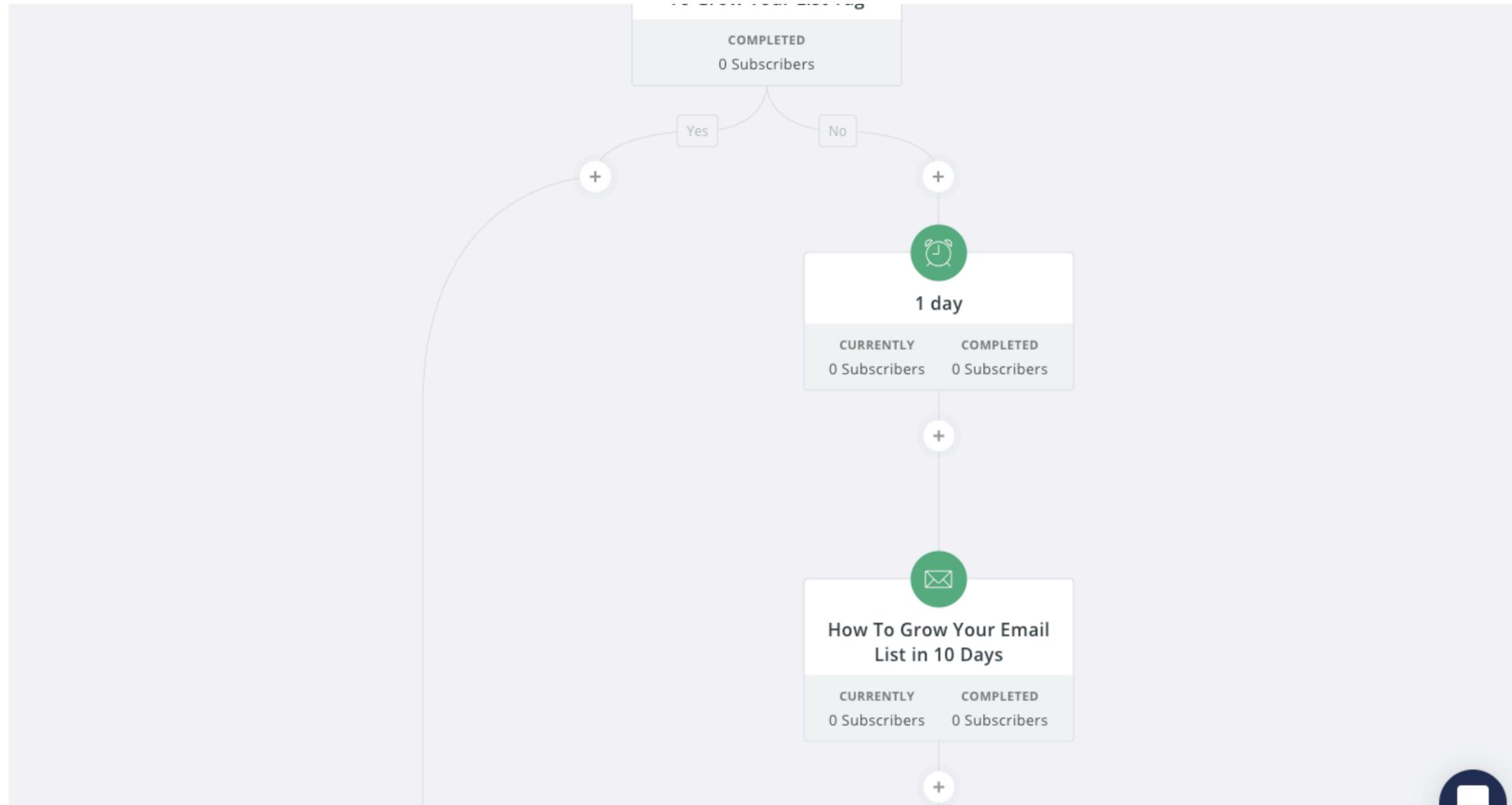
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Your Simple Sales Funnel



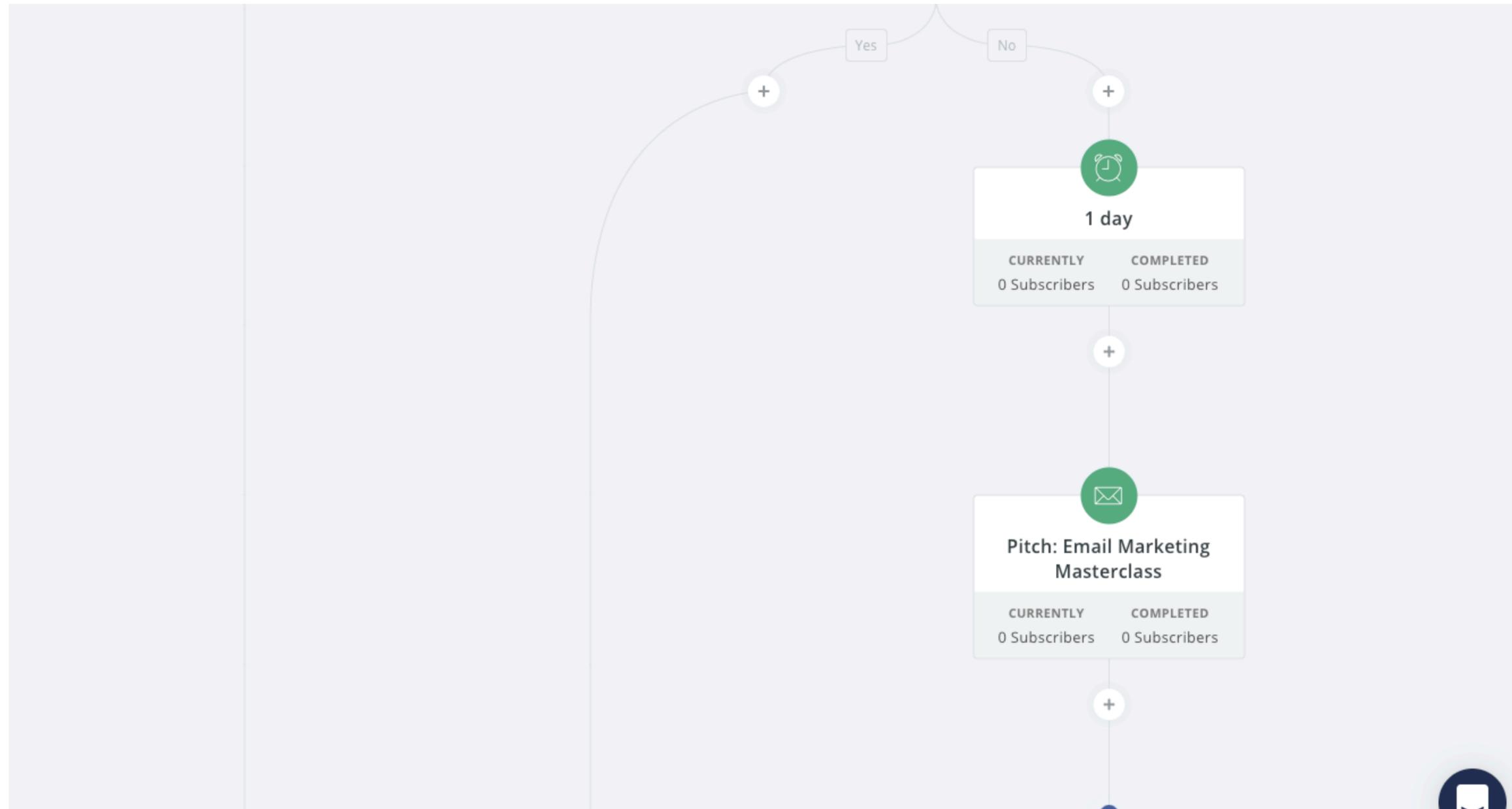
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Your Simple Sales Funnel



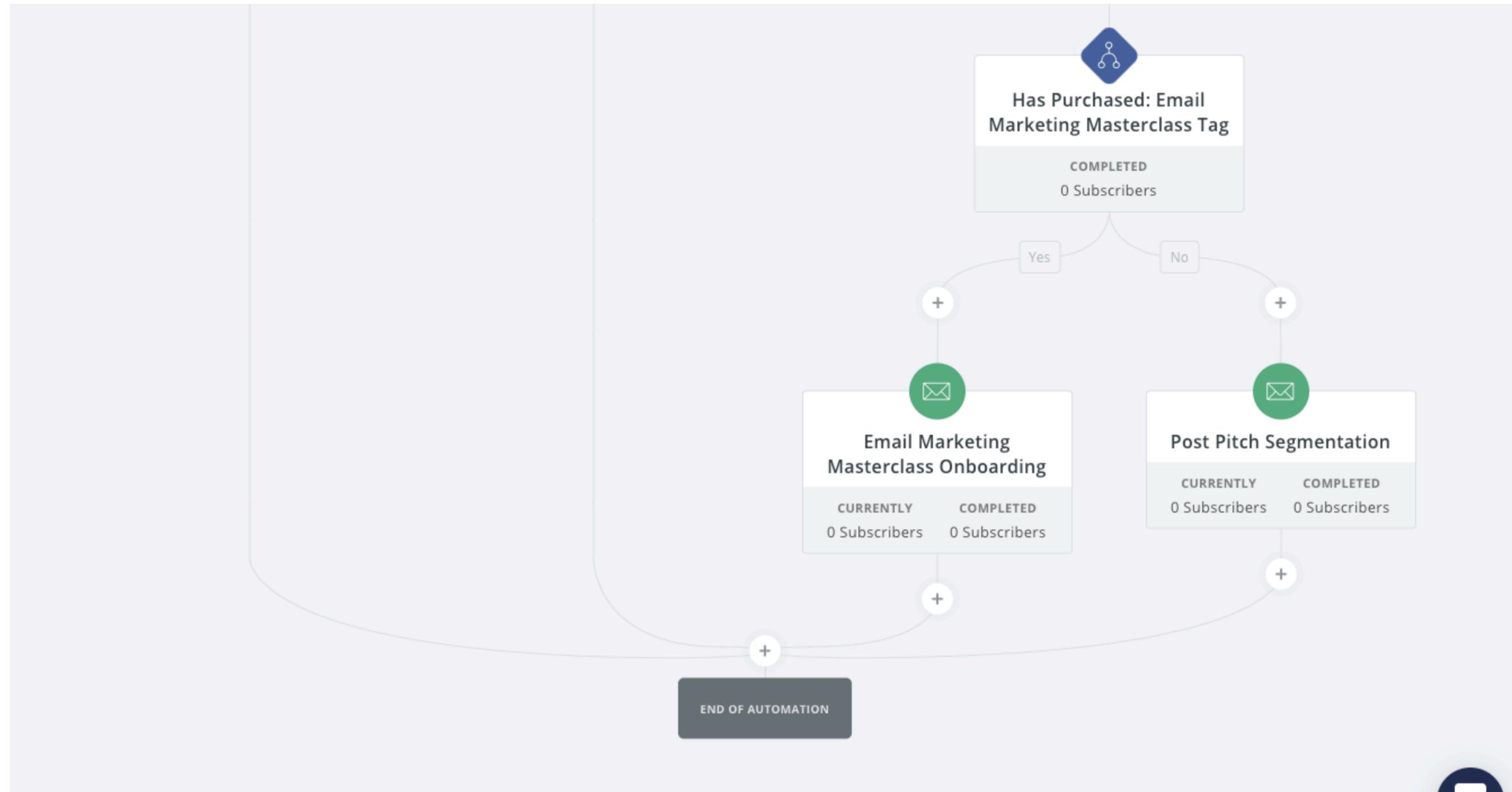
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Your Simple Sales Funnel



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Your Simple Sales Funnel



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Questions?

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Introducing:

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Copyblogger's Email Marketing Masterclass

Day 1 – The Advanced List Growth: Real world, proven ways to build your list so that your business grows too (that means money in the bank).

Day 2 – Unlocking Your Lists' True Potential: Learn advanced segmentation practices that will help you speak to your audience like a human.

Day 3 – Automation: Imagine having a sales rep who sounded exactly like you, never needed to sleep or eat, and could talk to 10,000 people at once.

Day 4 – Optimizing your list: Learn how to maintain your list so your subscribers actually get your emails and respond with enthusiasm.

Day 5 – Ask Darrell Anything: Darrell answers questions and discusses topics submitted by the audience.

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Copyblogger's Email Marketing Masterclass

Starts on Monday:

\$149

copyblogger.com/masterclass-email-marketing/

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Questions?