Grow Your Business with Email Marketing Done Right
My name is Darrell
I am a partner at Copyblogger.
Tell me more about you…

Where are you at with email marketing?
Grow Your Business with Email Marketing Done Right
What is one thing you want to take away from this session today?
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.
Let’s get started
Part 1

How to grow an email list the right way
The foundation for any type of business growth is understanding your target market.

Email marketing is no exception to this rule.
Business exists to solve problems.
What problem do you solve?
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.
The 10 person rule
A warning...
The 10 person rule

Get out of piece of paper.
A list of 10 names
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?
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!
Turn this into the 100 person rule.
Teach Something Specific
A free mini-course.
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?
The Steps to creating a killer free mini-course for your audience:

Step #1: What frustration are you going to solve for your audience?
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?
The Steps to creating a killer free mini-course for your audience:

Step #3: Write one lesson for each step.
A free mini-course.
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:

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
A Case Study from Nathan Barry:

that the sale is ending and that they should purchase right away.

That's it! You can do plenty more for an even more successful launch, such as write guest posts or form partnerships, but if you cover the basics outlined above, you are most of the way there.

A FREE COURSE ON PRODUCT LAUNCHES

I don't want your launch education to end here, so I've put together a free three-week course called “Mastering Product Launches.” There will be some overlap between that content and this post, but the email course will walk you through each aspect of launching a product.
In the first year, Nathan added over 1,000 email subscribers from this article alone.
Part 2

The Auto Responders
your need to set up today
The Welcome Sequence
The Welcome Sequence

Email #1: Your welcome email

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

Email #2: Tell Them Your Story

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

Email #3: Show them your best content

Objective: Segment your audience based on their interests.
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!
The Pitch Sequence
The Pitch Sequence

Email #1: Bridge Email

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

Email #2: Product Offering Email

Objective: Tell them everything about your product, and ask them to buy!
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.
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.
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.
The Pitch Sequence

Email #6: Urgency Email

Objective: Give them a reason to buy now!
Discount, bonuses or registration going away after this email.
The Onboarding Sequence
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 it’s full extent.
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.
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.
The Onboarding Sequence

Email #4: Survey Email

Objective: After enough time, ask for feedback.
The Post Pitch
Segmentation Email
Email #1: Why didn’t you buy?

Objective: Understand the objections someone had to purchasing your product or service.
The Post Purchase Email

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

The Problem
Spreadsheet was pitching over email, but wasn't generating any revenue.

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 post-pitch revenue.
Part 3

Your Simple Sales Funnel to increase conversions
Putting It All Together

Your Free Course
Your Welcome Sequence
Your Pitch Sequence
Your Post Purchase Segmentation Email
Your Simple Sales Funnel
Your Simple Sales Funnel
Your Simple Sales Funnel
Your Simple Sales Funnel
Your Simple Sales Funnel
Questions?
Introducing:
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.
Copyblogger’s Email Marketing Masterclass

Starts on Monday:

$149

copyblogger.com/masterclass-email-marketing/
Questions?