

The Email List Starter Kit

Build a list, welcome every subscriber, and send emails people open. Follow the order below. You do not need to read everything before you start.

YOUR FIRST HOUR, STEP BY STEP

- 1 Fill in the 5 welcome emails in 'Your First 5 Emails' and switch them on (about an hour).
- 2 Read the Checklist first. Tick what you already have, so you know your gaps.
- 3 Pick one free gift for sign-ups with Guide 1 (The Ultimate Lead Magnet Creation Framework).
- 4 Write your welcome email and the next 3 with the Workbook. Use the Prompts if you get stuck.
- 5 Set it up in a free email tool from the Toolstack. Most have a free plan to start.
- 6 Use Guides 2 and 3 for after-purchase and abandoned-cart emails once people start buying.

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FILL IN THE GOLD BLANKS

Email 1 · sends straight away

Subject: Here's your freebie (and a quick hello)

Hi first name,

Thanks for joining. Here's the freebie you asked for: link.

Quick hello: I'm your name and I run business. I help who you help
get what result.

Over the next week I'll send you a few short emails with the things I wish every
customer type knew. No fluff, and you can unsubscribe any time.

One small ask: reply and tell me the one thing you're stuck on with topic. I
read every reply.

your name

Email 2 · day 1

Subject: The 10-minute fix most customer type s skip

Hi first name,

Here's one thing you can do today that takes about 10 minutes: one small action.

Why it works: one sentence reason.

How to do it: 1) step 2) step 3) step.

That's it. If you try it, hit reply and tell me how it went.

your name

LIFECYCLE EMAIL MARKETING CHECKLIST

Purpose:

This checklist offers a practical guide to implementing key email marketing strategies for engaging your audience at every stage of the customer journey. Use it to streamline your efforts in building and nurturing customer relationships, converting leads, and fostering long-term loyalty through strategic email campaigns.

Checklist

Building the Foundation

1. Identify Your Audience's Pain Points

- ☐ Create a list of problems your target audience faces to develop impactful lead magnets.

2. Develop Irresistible Lead Magnets

- ☐ Choose formats that showcase your expertise (e.g., e-book, checklist).
- ☐ Ensure your content is high-quality and solves specific audience issues.

3. Implement Double Opt-In Processes

- ☐ Enable double opt-in to improve list quality and reduce spam complaints.

Building the Foundation for Brand Awareness

Exercise 1: Multiple Choice Questions

Instructions: Choose the best answer for each question.

1. What is the primary purpose of a lead magnet?
 - a) To increase website traffic
 - b) To collect contact information in exchange for value
 - c) To make immediate sales
 - d) To decrease marketing costs
2. Why is double opt-in important in email marketing?
 - a) It increases spam complaints
 - b) It decreases list quality
 - c) It ensures valid email addresses and improves list quality
 - d) It makes subscribing more complicated
3. Which metric is MOST important when measuring initial brand awareness efforts?
 - a) Revenue per email
 - b) Subscription rate
 - c) Click-through rate
 - d) Unsubscribe rate

Exercise 2: Lead Magnet Development

Instructions: Design a lead magnet concept for your business or industry.

Complete the following template:

- Target audience: _____
- Main pain point addressed: _____

Brand Awareness & List Building

Lead Magnet Creation

1. "Act as an expert content strategist. Help me create a compelling lead magnet for [target audience]. My business focuses on [description]. Include a catchy title, outline of key content points, and format recommendations. Consider these pain points: [list pain points]."
2. "Design a welcome email sequence for new subscribers who downloaded my [lead magnet name]. Create 5 email subject lines and brief content outlines that will nurture them from initial interest to consideration. Here's information about my brand and offerings: [insert details]."
3. "Analyze my current lead magnet conversion rates and suggest improvements. Here are my current metrics: [insert data]. Provide specific recommendations for optimizing the offer, landing page, and delivery process."

Form Optimization

4. "Create 3 variations of sign-up form copy for my [website/landing page], emphasizing different value propositions. My target audience is [description] and my main offering is [details]."
5. "Design a progressive profiling strategy for my email list. What questions should I ask at each stage to gather valuable customer data without overwhelming subscribers? My business type is: [description]."
6. "Generate 5 different social proof elements to include in my email signup process. Here's information about my current customer base and testimonials: [insert details]."