

MODULE 7

EMAIL
MARKETING

The Coach School



Workbook

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Email Marketing

Are you ready to meet your new favorite thing about your inbox? (No, it's not inbox zero!) With email marketing, you can reach your audience where they're paying attention with content that they care about!

Lesson Checklist:

- **Training 7.1 : How to Create Email People Want to Read**
- **Training 7.2 : Developing Your Email Strategy**
- **Training 7.3 : Creating a Great Free Gift Lead Magnet**

How to Create Email People Want to Read

In this workbook, we're going to learn what it takes to create an email that people actually want to read.

Start by opening up your email. Find an email from a person or company that you enjoy reading. Write down what you like about this email.

Now, find an email from a person or company that sends emails you stopped opening a long time ago. Write down what you don't like about this email.

Our time is precious and so is your audience's. We want to not only keep them interested in the emails that we send, but we want to honor them with helpful content and not just a bunch of fluff or filler.

Email should work to build your like, know, and trust factor over time. It won't be a one-time thing, but a process of building your credibility.

Think about the main purpose behind your service. What are three key points your services offer to help and improve the lives of your audience?

1.
2.
3.

Your email content should be a smorgasbord of the following. Circle 3-4 of these words that stand out as onbrand for you and your business. Use these words to guide you throughout the rest of this workbook.

- | | | |
|--------------|-----------------|-------------------|
| Thoughtful | Inspiring | Relatable |
| Helpful | Entertaining | Compelling |
| Enlightening | Action-oriented | Experienced-based |

► *Email Content Musts*

- Think outward, not inward: Make it about them, not about you.
- Choose Relevant Topics: What are they talking about?
- Give practical, helpful tips: be sure they are easy for your audience to apply
- Offer Exclusive Value: Give your email subscribers bonuses and freebies occasionally
- Always include a Call to Action: Links to social media or to apply to be a coaching client

Now, it's your turn, answer these questions to help you get started on creating your content.

How will my services help my perfect person?

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Why should they care?

It's important to choose relevant topics such as: What's new? Or, What are they talking about and what is important to them? **Don't be afraid to open up and be vulnerable.** You want to share your stories that will help you make a real connection and for your audience to get to know you more.

Let's list some potential topics you want to include in the content of your email:

Let's explore possible headline/subject lines for your email.

Don't be vague, get creative! You want your reader to feel as if they're getting exclusive information they can only get through your services. For example, a writing coach could be a list of great tips, of "The 5 Secrets to Publishing No One Wants You to Know". Use the headline bonus with this module for inspiration.

List some headline and subject ideas below.

TRAINING 7.1: HOW TO CREATE EMAIL PEOPLE WANT TO READ

Find the last email you sent to your email list or a draft of an email you are planning to send soon. Does this email include the “content musts” above? If not, how could you change it so that it does?

Another component to writing emails people will want to read is doing your competitive research. Get on the email list for the thought leaders in your area of expertise and then read their emails and take notes!

Go join the email list for at least five thought leaders in your specific area of coaching right now. Start a note on your phone or in a Google doc titled “Email Research.” Take notes on what you like and don’t like about these thought leaders’ emails in this note.

It’s also important that the process to sign up for your email list is easy and efficient.

You just signed up for the email lists of five different thought leaders in your area of coaching. Answer these questions about the process of signing up for their email lists.

Was it easy to find and join their email list? What made it easy (or hard)?

Were there pop-ups, a tab bar, or did you have to search around their websites?

How did you sign up? Through a pop-up window, a sidebar, a direct link?

Did you like this method? Was it easy?

What information did they collect? (First name, email, phone, etc)

Did they ask any additional questions?

Did they immediately reach out to you once you signed up? If yes, did they include any freebies or incentives?

Were you redirected to a Thank You page? What did it include?

After the thank you or confirm subscription email, what is the next communication they had with you? Do you like how they are handling continued communication with their email list?

► *Now, let's put your research to work.*

You don't have to reinvent the wheel. Just take in what others are doing that you like, and then apply the same principles with your own spin.

What are three things you have seen that you do not want to do based on your research?

1.
2.
3.

What are the top three-five ideas you want to put in place based on your research?

1.
2.
3.
4.
5.

You've learned how to create email content people want to read. You are on your way to developing an email strategy that brings in new clients and increases your revenue!

Training 7.1 Notes

Developing Your Email Strategy

An email strategy is the plan you will use to keep your perfect person engaged through email and convert their attention into action and their readership into sales.

Your email strategy consists of the frequency you send emails, the platform you use, automation, and analytics.

► *Frequency*

Consider your content creation time throughout the week. It's better to reach out with an incredible piece of content every two weeks than it is to rush out a newsletter with no real substance just because you promised you would every week.

Note: You can always increase the frequency of emails, but decreasing or being inconsistent can be a red flag to your business that you're not as trustworthy and reliable.

Realistically, how often do you plan to create content throughout the week? Once a week? Every two weeks? Fill in your answer below.

My email frequency will be: _____

► *Platform*

The next thing you want to decide is which platform you want to use. Think about the features and benefits of each. For the first few years, start with **Flodesk** or **Convert Kit**. For more advanced automations, **Drip** features multiple campaigns to different subsets of your audience at once.

Stop and research the email platform options to find the one that is best for you. What email platform will you use? _____

► *Automation*

Automations allow you to help and connect with people 24 hours a day. One automation is an email series that sends automatically. This means you write all the emails in advance and program to go out at the frequency you choose.

For instance, I have different email series for different people:

- A devotional that goes out on Fridays for people who want spiritual encouragement
- A Sunday tip for better health and happiness
- A 10 day series for people who want to build their business
- A Tuesday Coaching Tips series for coaches

Check out my automated series at <https://alliworthington.com/52weeks> to see a series in action.

What automated email series could you send that are designed for your perfect person and niche coaching market? There are no bad ideas. List as many as you can!

Circle your top 3 ideas above. Put a star next to your favorite idea. This is the automated email series you should begin writing. Plan to write one email a day until it is done and ready to launch!

► *Analytics*

All email software lets us track analytics and see what is working and what isn't with our emails. When using analytics, check your open rate and email click through rate.

Your open rate shows you how well your subject line performed.

Your click through rate shows you how compelling you made the offer to learn more.

Pause to check your current email analytics. Make a note of them here below.

Open rate: _____

Click through rate: _____

TRAINING 7.2: DEVELOPING YOUR EMAIL STRATEGY

Find which of your emails have the best open and click through rates. **What do these emails have in common?**

Your goal is to get people to open, read, and click on the call to action in your email. Let analytics, not emotions, guide the choices you make in your email strategy.

When you're building your email strategy, you'll also need to pick what kind of content you are going to send. There are so many different types of content you can create for email marketing. You're not limited to just a newsletter or just an automated series about a specific topic.

You may want to also spice things up occasionally with a few of these suggestions:

1. Give them something of value- share a tip, a tool, and a resource to help them solve a problem, do something well, or just have a mindset shift.
2. Give them the same free gifts you give others to try to get them on your list. A new freebie or giveaway, focus on serving them 95% of the time with zero asks. Get your audience used to your generosity. Then when you offer a free call with you, they'll be ready to take action.
3. Once a year send out a survey. Be intentional with your questions. Surveys are powerful.
4. And don't forget to offer your free coaching call, new services, and courses here. Like we talked about earlier, people are 40 times more likely to buy through an email promotion than they are on social media. Now is your time!

Email that sells your coaching must be strategic. You want to be intentional and get your audience looking at you as the trusted expert and coach who can help them.

After you fill up your schedule with clients and are serving your email list with great content that helps them, then you can develop products.

Before you offer your first products, focus on growth and service. It's important for your audience to know/like/trust you before you even begin to mention spending money. You want to create that momentum of "your audience is looking forward to the great tools, tips, and resources that you'll send next" to create that moment of anticipation to get them excited and to be on the lookout.

Now that we've nailed strategy down, let's go over the Dos & Don'ts of email. Even though this may be a review for some of you, it's always great to have a reminder of best practices when it comes to sending things out into cyberspace.

► *Dos and Don'ts of Email*

- **DO always talk to one person.** Just like you write an email to one friend, your emails must be written to one singular person. Take out any language that addresses the masses. Talk to your perfect person.
- **DO keep it simple.** Leave distracting designs to the wayside.
- **DON'T worry about beautiful templates.** Google, the biggest email service with Gmail, blocks images in email automatically. Some of the best performing emails are called, "Naked emails". They have no images and look like an email from a friend. You are a coach sharing info, tips, or stories with a friend on your email list.
- **DO Keep your emails concise.** Emails are not the best place for a long drawn out article. Make your emails quick and helpful. Keep it under 200 words max.
- **DON'T use filler words.** Like images and buttons, too many words can be just as distracting as too many graphics. Here are a few guides on keeping it concise.
- **DO make your email easy to scan.** Any paragraph should be less than 3.5 lines tall. Normally, when people see a big chunk of text, they start skimming. I do it, we all do it.
- **DON'T forget your Call to Action.** Choose a strong one for each email. Your goal is to get your reader to schedule a free coaching call. But you can't ask every time so mix it up and send them a great article on your website or ask them to forward it and share with a friend. You have to clearly tell people what you want them to do and make it easy for them.

Training 7.2 Notes

Creating a Great Free Gift Lead Magnet

A free gift is the single biggest driver to build your email list. When you offer the perfect free gift, your email will grow! And when your email list grows, your business grows, your income grows, and your client roster grows.

TIP: JUST SAY NO TO GENERIC NEWSLETTER SIGN UP BOXES ON YOUR WEBSITE!

No one needs more newsletters in their inbox just for fun, but we all need help. We all want to learn new things, and want to get great tips, right? That's where a very specific lead magnet comes in.

Note: "free gift", "freebie", "lead magnet", or even "opt-in" are all the same thing.

A lead magnet or freebie is the incentive you give your reader in exchange for their email address. Once you give your reader a lead magnet you can automatically send them your newsletter or email series.

Refer back to the list of potential freebies you made in the module 6 workbook. **Using this list, choose 3 potential gifts you can offer your reader in exchange for their email address.** (Key: the best freebies solve a very specific problem for your potential clients as it relates to what you do. Don't be vague!)

Next, let's dive into the "why" behind giving something away for free.

1. It establishes **trust** with potential clients. It shows that you're secure enough in your services that you can trust people with your knowledge.
2. Giving a free gift builds your **thought** leadership. It gives your perfect person a sample of your offerings and promotes your business. It demonstrates you know what you're talking about, and in exchange, you offer: a course, article, and incentive for your audience to dive deeper into your thought leadership.
3. It demonstrates you **care** and are generous with your knowledge.

TRAINING 7.3: CREATING A GREAT LEAD MAGNET

Caring about your future clients by giving them a free gift builds trust that we talked about and shows that you're empathetic to their journey of growth.

Before deciding on your freebie of choice, let's step back into the shoes of your perfect person.

What does she want? Does she want tips and tricks? Does she want a tutorial? Hint: If she's struggling with time management, maybe a three page exclusive article wouldn't be right for her. Why not a video or audio clip, giving her all the info while she multitask.

List what your perfect person would want as a freebie:

How can you, the coach, help your perfect person for free?

Ex. If you're a skincare coach, what about a guide to the 5 most common types of skin issues? You wouldn't necessarily give away a box of chocolates to your hundredth subscriber.

List your answer here:

Note: Staying in your lane, industry, and specialty is so important with your gift! It should reflect your whole business and what you offer. Remember, it's a preview of who YOU are as a coach and business person.

TRAINING 7.3: CREATING A GREAT LEAD MAGNET

Your free gift should be effective and should help your perfect person solve a specific problem, learn something new, gain a new skill.

Here is a list of **Smart Lead Magnets**:

- An Ebook
- A step-by-step tutorial or guide
- A quiz
- Chapters of a book, sent digitally
- Video and Audio training or courses
- A discount or coupon for your services or products you offer
- Exclusive access to community forums, or premium access to you, or early bird access to products or ticket sales.

Now, let's choose the right lead magnet for your business. Once decided, it will help you go through your perfect person's strategic process of making sure it connects with your perfect person.

My lead magnet for my perfect person will be: _____

Congratulations! You now have a big lead magnet focus on the front page of your website. It's time to create your lead magnet!

What is your target date to launch this lead magnet? _____

Write a week by week timeline of what you will need to get done to launch your lead magnet by the target date.

Add these weekly lead magnet creation goals to your calendar and stick to them! Your lead magnet will draw new clients and increase your revenue! Make this a priority!

You want to make your lead magnet the first thing that people see after they click, don't make them scroll. Have a free gift above the fold OR an opt-in is a header across the top page. Getting an email is the goal of the front page of your website.

Don't bury it and don't let potential clients miss your freebie because of bad placement!

Congratulations! You've officially completed the Email Marketing training and you are now on your way to becoming an email marketing pro. Well done!

Wrap Up

Great work finishing up this module! You're one step closer to booking clients and growing your business. Take a moment to reflect on all you learned, and then don't forget to visit the bonuses you unlocked.

My biggest takeaway from this module is . . .

The changes I made based on this module that will help my business be successful are . . .

Some things I learned in this module that I wasn't able to focus on right now but want to come back and work on later are . . .
