

BADA\$\$ EMAIL MARKETING

Becoming an email marketing machine for your business

Email isn't dead... people are just doing it wrong. When you do email right, it can become the engine that drives your business forward. But doing it right most definitely does not mean sending your list a weekly newsletter that just summarize your content. Yawn. And it most definitely doesn't mean ghosting your folks until it's time to sell. Unsubscribe.

This course will teach you the nuts and bolts of email marketing. You'll learn about the different types of emails, what types to send to a subscriber, and when to do it. You'll understand the "why" behind emails and the core emails that will benefit your business and serve your audience. BADA\$\$ Email Marketing will help you master email marketing for your business.

Module 1 - Email Basics

You're probably excited to start writing the emails... but hold up for a second. Before we start writing the emails, we've got to get the basics down. Walk before you run kinda thing. We're diving into the basics—both about the substance of your emails and about some nuts and bolts that we need to get out of the way.

Lesson 1: The Purpose Of Email Marketing

Before you dive into writing your emails and email sequences, you need to understand why you're sending emails and the goals you are trying to achieve with your emails.

Lesson 2: The Email Journey

The key to success with email marketing is to treat it as a journey and to be intentional about the journey you take your subscribers on from the moment they join your list.

Lesson 3: Find Your Voice

Your subscribers don't want bland emails that ANYONE could have written. They want to hear from YOU. And the key to turn cold leads into raving fans who are ready to buy is to let them into your world. It all starts with finding your own personal voice for your emails.

Lesson 4: Segmenting Your List

Just like you don't talk to all your friends, family, and colleagues the same way... sometimes, you aren't going to want to send the same message to your entire list. Instead, you'll want to tailor your message based on actions they've taken (or maybe send a message to only some of your subscribers). You accomplish that through segmenting your list.

Lesson 5: Cleaning Your List

Keeping subscribers who NEVER open your emails on your list will hurt you in the long run, so you need to scrub your list on a regular basis. We dive into how to clean your list (and how to automate the process eventually so you don't even have to worry about it!).

Lesson 6: Email Service Providers

Picking the wrong email service provider for your email marketing needs is like picking the wrong spouse... it may work for a while, but there will be tears down the line. You want to make sure to pick an ESP that will serve your needs now and well into the future to avoid the pain in the ass associated with changing systems later.

Module 2 – CATCH Email

When new subscribers grab one of your freebies, they are getting a gift. But you are also getting a gift... the chance to connect with them. You need to start with the very first email you send, which we call your CATCH email. No more boring "here's your thing" emails from you!

Lesson 1: First Impressions Matter

Your first email to a new subscriber is one of the MOST important emails you will ever send because it will have the highest open rate of just about any email. Take advantage of that by starting to build a connection with your audience in that very first email.

Lesson 2: The CATCH Structure & Writing Your CATCH Email

Your CATCH Email should follow a very specific structure that will allow you to connect with your audience, position yourself as the authority, and subconsciously get them thinking that they need to do what you tell them to be successful.

Module 3 – Nurture Sequences

When new subscribers grab one of your freebies, they have made a small step, and your CATCH Email has built a bit of trust and authority. The key to cementing that authority is to go deeper with a dynamite nurture sequence that gets them to take action... cause without action, they won't achieve anything.

Lesson 1: The Purpose of The Nurture Sequence

Before you dive into the nitty gritty of writing your nurture sequence, you need to understand *why* you're sending this sequence and what you're trying to achieve with the sequence.

Lesson 2: The Two Types of Nurture Sequences

Nurture sequences fall into one of two camps — Freebie-Style Sequences and Product-Style Sequences. The type of nurture sequence you'll want to use in your email marketing will depend on what you want your subscribers to do next!

Lesson 3: Freebie-Style Nurture Sequence

A Freebie-Style Nurture Sequence is all about helping your new subscribers get the most out of the freebie they just grabbed. When you get them a quick win, it will establish you as a trusted guide on their journey. A freebie-style sequence is designed to get your new subscribers that quick win.

Lesson 4: Product-Style Nurture Sequence

A Product-Style Nurture Sequence is all about coaching your new subscribers to take the next step in your funnel. Whether that's buying a low-priced tripwire offer or signing up for a webinar, you need an email sequence that is built to get subscribers to take action!

Module 4 – Welcome Sequences

Once a new subscriber has gone through your Nurture Sequence, you've established authority and started to build rapport. Now it's time to build on that connection and to give your new subscribers a better footing as they enter your world.

Lesson 1: The Purpose of Your Welcome Sequence

Before you dive into the nitty gritty of writing your welcome sequence, you need to understand *why* you're sending this sequence and what you're trying to achieve with the sequence.

Lesson 2: The Topics for Your Welcome Emails

Your welcome Sequence is all about helping your new subscribers get their bearings in your world. That purpose helps to set your intention and directs the topics that you'll include in the emails you send during this sequence.

Lesson 3: Picking The Right Type of Welcome Sequence

You can use one of two methods to create your Welcome Sequence — you can use a Thematic Sequence or a Greatest Hits Sequence. In this Lesson, we'll dive into the two types and how to figure out which kind you should use!

Lesson 4: Creating Your Welcome Sequence

Now that you've mapped out the emails you will include in your welcome sequence and decided which type of sequence to create... it's time to get to work writing the emails. Now is the time to really lean into story-based emails that will build your connection with your audience.

Lesson 5: Swipe Copy Review

The easiest way for you to get a feel for how to construct a welcome sequence is to look at what I have done in prior sequences. In this Lesson, you get access to two different swipe files:

Module 5 – Weekly Emails

Your weekly emails are where the magic happens! This is where you build deeper connections and foster a greater sense of know, like, and trust with your audience. And you have the opportunity to make your weekly emails the main event of their inbox!

Lesson 1: The Purpose of Your Weekly Emails

Your weekly emails are the bread and butter of your whole email marketing strategy. But without knowing the *why* behind sending your weekly emails, the chances of actually getting the results you want are slim.

Lesson 2: The Two Types of Weekly Emails

That's right, there are more than ONE way to write a weekly email. In fact, there are two main types of weekly emails... and knowing which one you should use in your strategy is key to getting the results you want.

Lesson 3: Writing Great Stories

Great stories are the pillar of engaging content, in my opinion. They make you accessible and relatable to your subscribers, which in turns makes you feel more like a friend and less like a brand.

Module 6 – Promo Emails

Now we get to where we make our money. If you've followed the other steps in the process, you will have created a deep connection with your audience. And that will turn them into fans who are primed to buy your products. Your Promo Sequence is how you get them to actually buy your signature product.

Lesson 1: Promo Email Basics

We can't create a great promo sequence until we understand the why and the basic principles that apply to these sequences.

Lesson 2: The Anatomy Of A Promotion

Depending on how you are going to sell your signature offer, there can be A LOT of moving parts. Event based launches are a great way to convert... but you need to make sure you have emails to help at each stage of the process.

Lesson 3: Invite Sequences

The first step of an event-based launch is to get people to register for the event. Whether it's a webinar, video series, challenge, or anything else... you need to get people to sign up. That's where your Invite Series comes into play.

Lesson 4: Show-Up Sequences

Unfortunately, people who register for our events don't tend to show up. We have to keep the excitement up and give them a reason to show up! That's where your Show-Up Sequence comes into play. It's all about playing up the value of attending to get people there.

Lesson 5: Sales Sequences

The most intense part of ANY promotion is the period when the cart is open! And the emails you send during this period will tend to get the most bang for the buck. A great sales sequence isn't just a hodgepodge of emails thrown together... it is a journey with a specific choreography.

Lesson 6: Types of Sales Emails

Now that you know the sequence of emails to send as part of your sales sequence, it's time to figure out how to actually write them! Here in Lesson 6, you get a crash course in writing those sales emails (and a swipe file to help).

Module 7 – Other Emails

The Sales Sequence isn't the end of your email marketing... handling things right AFTER the promo is done will help increase your sales this time (and next) and reduce refund requests and cancellations. In this Module, we dive into the emails to send after the promo is over.

Lesson 1: Non-Buyer Survey

The best way to improve from launch to launch is to get feedback from people who didn't buy. Surveying your non-buyers will provide you insight into ways to tweak your offer and messaging the next time around to supercharge your results.

Lesson 2: Down-Sell Email

Sometimes, people who didn't buy during a promo are interested... they just didn't want the specific program you offered. That's why a down-sell can add revenue and profits to your launch without adding costs, risks, or much effort.

Lesson 3: Onboarding Sequences

If you have an evergreen product or a product without live-support, you need to think about how to help your customers get the most out of it... and not feel overwhelmed. That's where your onboarding sequence comes into play.

Bonus Lessons & Tutorials

Extra resources and tips on maximizing your mastery in email marketing!