



HOW TO GUIDE: EMAIL MARKETING FOR ENTREPRENEURS

WHAT IS IT? WHY USE IT?
REAL WORLD EXAMPLES &
ACTIONABLE STEPS TO GET YOU
STARTED!



THE INTENTIONAL MARKETER



www.theintentionalmarketer.com

HOW TO GUIDE: EMAIL MARKETING FOR ENTREPRENEURS

(With real-world examples
and actionable steps!)

Does this sound familiar?

You've probably heard of 'Email marketing' but are so overwhelmed by the thought of having to learn something new you feel paralyzed.

New systems to learn, new tools, and OMG - what do I write in my Emails?

I get it! **It can be intimidating!** You just want to run in the other direction.

But don't! There are so many reasons you should be doing Email marketing. And this guide is here to break it all down for you in plain English.

Email marketing may not be as sexy or trendy as some of the social media like Facebook, Instagram, or Twitter. But it is **a very effective tool** to have in your marketing arsenal!

So, stick with me as we go through the basics of Email Marketing.

This guide will give you **step by step action points** to follow to start creating your Email marketing campaigns, as well **as a ton of references and examples** to give you the confidence to start using Email Marketing to grow your business.

Sonya

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Email Marketing: What is it?

Email marketing may not be as trendy as some of the social media like Facebook, Instagram, or Twitter. But it is **a tried and true marketing activity** marketers have depended on for years!

When I first started in marketing, back in 2002, online and social media marketing was in its infancy, but Email marketing was definitely a 'thing' in the marketing playbook.

It was an **easy way for us to market to potential customers**, active customers and even customers who had moved on.

We used Emails to send out special offers, launch new products, send newsletters, make announcements, and to be honest, hound our customers.

For lack of many other 'cheap' marketing activities, Email marketing was a big part of our marketing plans.

There were also many **sketchy techniques used back in the day**. I remember being able to buy lists of Email addresses from some shady characters.

Back in the beginning, people didn't care where the Email addresses came from, so long as the list was big and worked.

But along came regulation in the form of the “**CAN-SPAM**” **act of 2003** (an acronym for Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003).

The Act basically sets the rules for commercial Email and establishes requirements for commercial messages, while giving recipients the right to have you stop Emailing them and **spells out tough penalties for violations**.

So, in essence, the Act put control back into the hands of the customer. You now have the legal right to sue someone who Emails you without first obtaining your permission to do so.

But what does this mean for you?

You do not have the right to Email anyone who hasn't opted into receiving your promotional Emails. This includes collecting business cards at conferences, trade shows, networking events, etc. unless you receive their explicit consent (in writing).

With all of these constraints on what you can and can't do, **why bother doing Email marketing?**

Well, let's find out...

Email Marketing: 8 Reasons Why

First, it is important to understand the reasons for doing it. I mean, who needs to waste time doing something that isn't worth doing, right?

You need results for your efforts.

Here are **8 solid reasons** why you need to be doing Email marketing.

Reason #1: Because it is affordable!

For the cost of your time, and an Email Service Provider (ESP) like MailChimp, ConvertKit, Active Campaign or Emma, you can market as often as you like to your Email list.

Product announcements, newsletters, etc. All to people who have already raised their hand that they're interested in your brand.

The ROI on Email marketing is said to be \$44 for every \$1 spent! *

Reason #2: It is effective!

It is about 40 times more effective than Facebook and Twitter combined in helping businesses acquire new customers. **

Reason #3: Customers want to hear from you!

91% of US adults like to receive promotional Emails from companies they do business with. ***

*<https://www.campaignmonitor.com/company/annual-report/2016/>

**<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/why-marketers-should-keep-sending-you-Emails>

***<https://www.marketingsherpa.com/article/chart/how-customers-want-promo-Emails>

Reason #4: Builds credibility.

People do business with people they know, like, and trust. Email gives you the ability to build credibility with your audience by sharing helpful and informative content.

Reason #5: Deepens relationships.

Emails are an effective tool to communicate with the people who matter most to your business.

It gives you the ability to stay top-of-mind and keep people engaged with your business during your busy season and the slower times of the year.

Reason #6: Builds your brand reputation.

Using Email to share your knowledge, you can develop your reputation as an expert in your area of expertise.

Reason #7: Boost sales.

Send out a promotional Email (perhaps with a coupon or discount voucher for your services) to give sales a quick boost.

Reason #8: Nurture relationships.

You may have customers who are on your Email list but have never bought from you. Maybe the time wasn't right.

Nurturing the relationship through Emails keeps your brand top of mind, so they think of you when it comes time to purchase.

Breaking the Buzz Words Down into Plain English

Before we dive deeper into Email marketing, let's step back for a minute and explain all the **buzzwords, and fluffy jargon** us marketers use when it comes to Email marketing.

You've probably heard some of them?

- *Funnels*
- *Drips*
- *Nurturing*
- *Blasts*
- *Marketing automation*
- *Click funnels*
- *Automated Emails*
- *Blah blah blah...*

You can ignore all of these! Let's break it down in **plain English!**

The Only Types of Emails You Need to Know About!

There are really **2 basic categories** of Emails:

1. Blast Emails

2. Automated Emails

Blast Emails

What are they: One-off, standalone Emails that are sent only one time.

They are typically:

- Newsletters
- New product announcements
- Event announcements
- Special promotions
- Sales

Automated Emails

What are they: Emails that are sent out automatically on a preset schedule to subscribers.

Also known as autoresponders, funnels, nurture, drip, lifecycle, marketing automation, and auto-generated Emails.

They are typically:

- Nurturing a relationship
- Sharing your knowledge
- Personalized notes (e.g. "Happy Anniversary")

But wait, there's more!

Within Automated Emails, there are two types! (Stay with me! I promise this will all make sense!)

1. **Trigger-based**

2. **Drip**

Trigger-based Emails

What are they?

An Email that is sent out based on a 'trigger event' and is typically a one-off Email but can also be part of a sequence (or series).

Think birthday, or anniversary related Emails, or "You took this action, so we're sending you this thing."

Trigger Emails can be sent immediately upon a 'trigger event', or at a later date that you specify (event date + X days).

Example:

Let's assume you have a "Contact me" form on your website (or some other lead form) that allows customers to reach you via Email.

Once someone submits an Email through that form, you can send out an automated trigger Email thanking them for their inquiry and giving them a sense of when/how you will get back to them.

You can also include other information in that Email, like a link to a freebie or your blog or your social media profiles.

Drip Emails

What are they?

A series of Emails that are sent out at a predetermined frequency to entice the customer to come back and try or buy.

Often called 'nurture' as they nurture the relationship with your customer.

Typically, heavily personalized and tailored for a specific segment in your list. And should include a call to action that you would like them to take.

Example #1:

For an education provider that I worked with, we had a 'lead nurture' series that included 9 Emails over the course of 12 months.

After the first 30 days, the lead was placed into the drip campaign. The Emails are sent more frequently nearer to the beginning of the campaign and taper off in the last 6 months.

We included content about the University campuses, financial aid and other areas that would concern a prospective student.

Example #2:

For the same education provider, we set up another sequence series targeting leads that had actually had a conversation with us and decided not to pursue their education with us at that time.

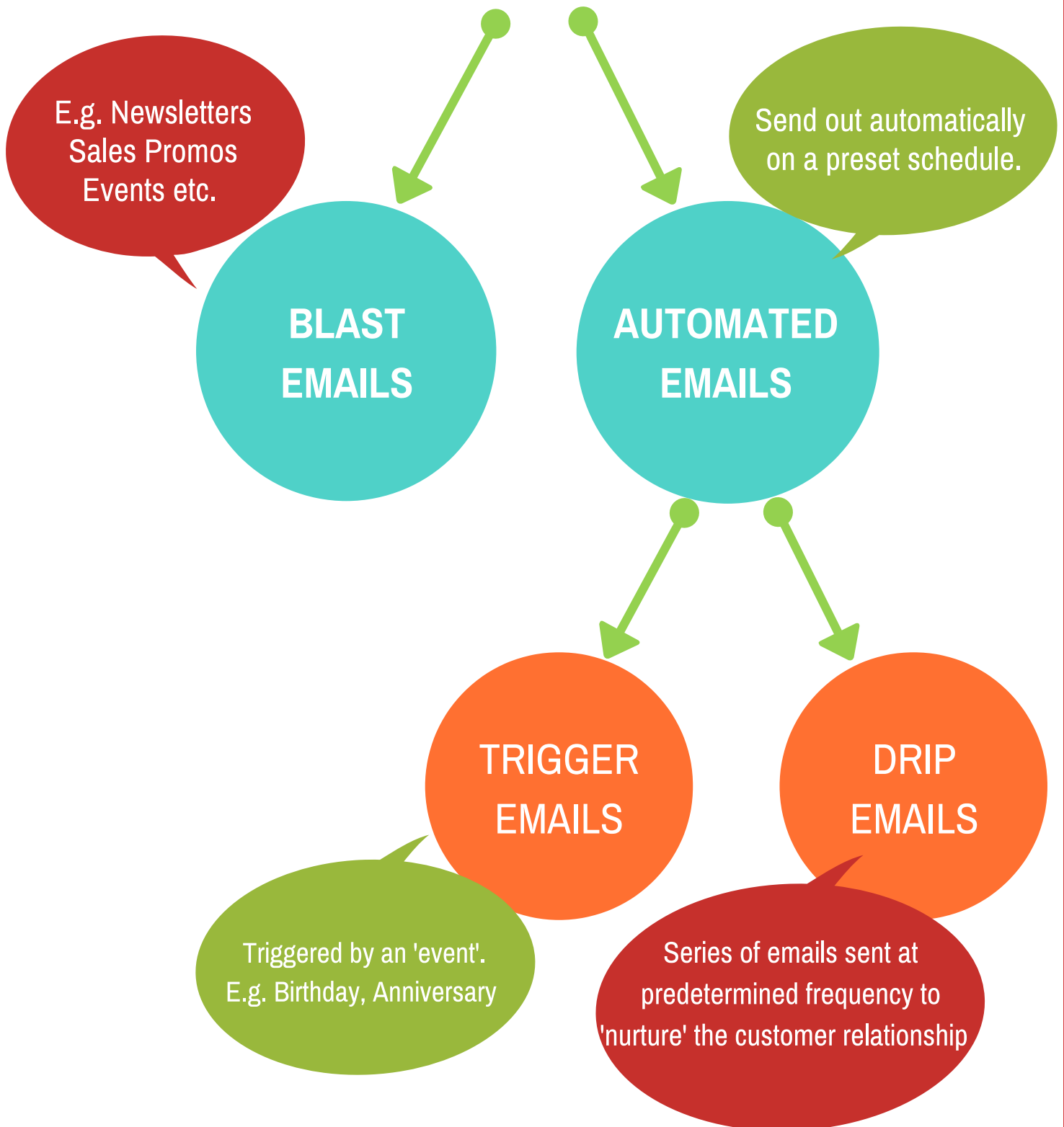
Based on their reason for not pursuing further, we sent a series of Emails explicitly tailored to that reason.

For example, if the reason was "Can't afford it", then they received information on scholarships and financial aid to try to entice them back to the University for another look.

Overwhelmed?

Check out the quick reference chart on the following page.

TYPES OF EMAILS



SO HOW ARE YOU GOING TO
DO ALL THIS ON YOUR OWN?

I UNDERSTAND THE
OVERWHELM!

IT CAN ALL FEEL REALLY
INTIMIDATING!

LET'S MAKE THIS EASY AND
TACKLE THE HARDEST OF ALL
THE EMAILS:

THE DRIP EMAIL CAMPAIGN

Step by Step Guide to Setting Up a Drip Email Campaign

STEP 1: HOW DO YOU GET EMAIL ADDRESSES TO SEND YOUR DRIP EMAIL CAMPAIGN TO?

- Do you have a blog? Make sure you add an **Email signup form on your blog**.

"Sign up to get my posts and tips on <whatever your business does>".

- Do you have an **opt-in**?

(An opt-in is some kind of freebie that you can give away in return for an Email address? Like a "Tip Sheet" or "How to" guide. Something tangible that a reader would be willing to give up their Email address for.)

Use this to ask for Email addresses in return for your 'freebie'.

- My business coach - **Jenny Shih** - has written a series of awesome posts on building Email lists. Read them. You'll be inspired!

I have listed her website on the **Resources Page** at the end of this workbook.

STEP 2: CHOOSE AN EMAIL SERVICE PROVIDER (ESP)

You'll need an ESP to be able to send out the Emails for you. These types of Emails aren't sent from Outlook or Gmail, or your own personal Email.

Because of the technology involved, you will need an ESP.

My personal preference is **ConvertKit** due to the ease of use and support.

But the choice is yours. You can also look at AWeber, Emma, MailChimp, Constant Contact, Campaign Monitor, Active Campaign and there are many others.

I also personally like MailChimp but use them for my 'blast' Emails only. I don't think they're as useful for drip Email campaigns as ConvertKit.

I have included links to these on the **Resources Page** at the end of the workbook.



ConvertKit



MailChimp

ActiveCampaign >

AWeber

Campaign Monitor



Constant Contact



emma

STEP 3: CONNECT YOUR LISTS

Every time someone enters their Email address in your 'sign up' form, you want to be able to **get that information go over to your ESP** so you can send them Drip or Blast Emails.

Each ESP is going to be different in how you connect your Email sign up to that ESP.

This is how I do it in ConvertKit: *(sorry – I will get a tad technical here. If you're unsure how to do this, reach out to your web person, or let me know and I'll connect you with someone to help).*

1. Create a 'form' in your ESP (look for a tab or topic called 'forms')
2. There will be an option to copy and embed that form on to your website. Add the code to the page you want to display the form on. (If you use WordPress, you can switch the view mode in the editor from 'visual' to 'text' and you can just copy and paste the code from ConvertKit.)
3. When someone signs up for your Emails, their information will automatically be pushed into a list at your ESP
4. This will then "trigger" your Email drip campaign to automatically send an Email that you've written for this exact trigger event.

STEP 4: BUILD YOUR DRIP EMAILS

Now the fun part begins. It's time to develop the actual Email content that you'll be sending with each of the Emails in your sequence, or series.

As you create the content, keep these **5 things** in mind!

1. Use compelling subject lines

The first step to getting your Emails actually read is to make sure the subject line is compelling. You want people to open your Emails!

If you need some inspiration, take a look at some of the Emails you receive. Which subject lines make you want to open them?

2. Speak their language

Consider your target audience. Don't use jargon or language that they wouldn't understand.

It is tempting to want to sound knowledgeable about your topic, but your clients need to understand what you're saying. Or they will find someone they can understand.

3. Keep the design simple

Don't overuse graphics or images. That will bog down your Emails. It is ok to use an image or two but keep it simple!

It has been proven that text Emails have a higher success rate.

4. Avoid being SPAM

Don't use too many words like "FREE" or lots of exclamations!!!! In your subject lines. Email providers like Gmail, Hotwire, Yahoo! Etc. will delegate your Email to SPAM boxes if it looks like SPAM.

How can you avoid it? Don't use spammy sounding language. Have a look at the Emails you receive that go to SPAM - and don't do what they're doing!

5. Tell a story

It is tempting to want to keep your Emails short. But if you've got a good story to tell people will be willing to read it. In fact, it helps them get to know you better and builds trust and confidence in you.

There is no rule on how long to make your Emails. Just do what makes you comfortable, but long Emails are ok!

Let's get you started on creating your Email drip campaign!

Sample Email Drip Campaign to Get You Started

Are you ready? Let's create a simple Email drip campaign for a freebie offer.

Note: I am leaving the bulk of the copy creation up to you, as you're the expert on your business (and everyone's businesses vary). However, if you need help with content writing, check out the **Resources Page** at the end of the workbook for more info on copywriting resources.

Overall campaign goal:

- *Deliver your freebie*
- *Develop trust and credibility*
- *Pitch paid services*

Email #1: Welcome Email

Sent immediately after someone subscribes)

Thank them for subscribing.

Provide a link to the freebie.

Introduce yourself simply and include a few fun facts (that establish your authority and may pique your subscribers' interest.)

Sign off with your name and a sentence or 2 about what you do as well as a P.S. that tells them when they can expect the next Email and what it will include.

Email #2: Redeliver the freebie and give a little more about your expertise.

Sent 1-3 DAYS after Email #1

Re-deliver your freebie.

Continue to establish authority in your area of expertise by including testimonials (if you have them) or results from your freebie.

Sign off with a note about the next Email that will be sent in a few days, that will include more resources to help them achieve their goals.

Email #3: Additional resources to build trust and confidence.

Sent 1-3 DAYS after Email #2

Give more... additional resources on the topic from your freebie. E.g.

- *Include another relevant freebie*
or
- *Provide relevant resources (blog posts, articles, etc.)*
or
- *Tell a story and answer common questions on the topic of your freebie.*

Email #4: Continue to establish your expertise

Sent 2-4 DAYS after Email #3

Establish more trust by sharing results or sharing customer stories.

Tease your next Email that will include your paid services pitch.

E.g. "In the next Email, I will be sharing an opportunity for you to get these kinds of results for yourself! So be on the lookout for your next Email from me. You won't want to miss it!"

Email #5: Pitch your service 1

Sent 2-4 DAYS after Email #4

Pitch your paid services! Let them know how to hire you.

“It has been X days since you downloaded the <name of your freebie> and you took that important first step.

But you might be <insert some of the pain points that your offer helps solve>.

That is why I developed <insert your offer or service name>.”

Explain some of the results that they might expect from your service or offer.

Close the pitch – e.g. “I’d love to help. Book your consult here.”

Email #6: Pitch your service 2

Sent 2-7 DAYS after Email #5

Pitch your services again with more sense of urgency.

Reinforce the benefits and pain points that your offer solves.

Include testimonials and a strong call to action.

Phew – it seems like a lot, I know. But remember this:





About Me:

Hey there! If we haven't met, let me introduce myself.

I'm Sonya, a marketing consultant, strategist and coach for businesses that are struggling to grow and retain customers. I help them find new ways to reach customers and develop brand fans to re-energize their business and take it to the next level.

I'm also originally from Australia, but now live in the USA and am a digital nomad. I'm a 20-year veteran of marketing, and it really IS my passion. I'm one of those – who only watch the Superbowl for the ads!

Work with me:

You're here to level up your marketing. You're struggling to know what marketing will work for your business and you need help.

I bring my 20 years of marketing into our time together to find the right activities to take your company's marketing to the next level.

Together we will strategize and build a custom plan for you that will attract more customers, develop brand fans (to market for you), and ultimately drive revenue to achieve your business goals.

I work with a range of businesses and entrepreneurs who are passionate about their business but are struggling with their marketing efforts.

You might be struggling to grow and retain customers, or simply have no clue how to market your business.

You're stressed – you don't have any idea where to start. You're frustrated that your marketing isn't working and isn't resulting in the number of sales you want (or need!)

Through our coaching and consulting sessions, you will feel yourself destress as you get the marketing direction and guidance needed to re-energize your business.

With the custom plans we will develop, you'll gain confidence that you are making the right marketing choices and decisions and feel more in control of your marketing budget.

You'll leave our sessions feeling inspired to take the action needed to launch your business or move it forward.

Visit [my website](#) at www.theintentionalmarketer.com to select the package that is right for your business.

BONUS

THE EXACT DETAILS OF THE EMAIL DRIP CAMPAIGN USED BY AUTHOR LIZ WILCOX TO LAUNCH HER BOOK.



MEET: LIZ WILCOX

AUTHOR "TALES FROM THE BLACK TANK"

FOUNDER OF THE VIRTUAL CAMPGROUND.

As a special bonus to The Intentional Marketer readers, **Liz Wilcox**, Author and Founder of [The Virtual Campground](#) (TVC), has shared the exact drip campaign she used during the launch of her book, Tales from the Black Tank. [Read her recent interview with me here!](#)

This is a drip campaign that you can tailor to your own book launch or any other kind of drip campaign for a product. Liz shares the goals for each Email, and the tone she used in each Email. Use this insider info to create your own Email drip campaign today!

Email #1: Your Copy of Tales from the Black Tank

This is where I send my customer their copy of the purchased book. I make a little joke about the typos and leave it at that. My main goal is for them to actually open the file today.

Email #2: What Campers are Saying Behind Your Back

This is where I put my funniest blog post. I make it a joke about gossip in the campground and make fun of each and every type of RV and camper out there. Then I link to all my other content. My main goal is for them to understand I am all about entertaining RVers and am relatable.

Email #3: RVers are Special

I get a little more serious here. I talk about RVing being hard and how TVA and Liz Wilcox are their go-to spot for support and community. I tell them exactly who they are and what to expect from TVC. My main goal is for them to relate and reply with the prompted response OR unsubscribe because they don't resonate and are in the wrong place.

Email #4: They told me not to do this

This is where I get really vulnerable. I tell them this website is a business I work on and some people say that's dumb. I relate it to the fact that they RV (or want to). I reiterate that I am their go-to for support and community. My main goal is to really hook them and get them to click to my Slack channel where I am accessible for jokes and support 24/7.

Liz: "This Email drip campaign is **super intentional**. I want them to feel part of a community and also active in it.

I use **humor and strong emotional connection** to hook them in and become an active member of TVC. Or I get them to unsubscribe because they don't want to be active. Which is fine with me. I'm not for everyone."

You can find Liz Wilcox at <http://www.lizwilcox.com> and make sure you check out her book – **Tales from the Black Tank!**

RESOURCES

Email Service Providers:

***ConvertKit:** <http://mbsy.co/convertkit/37579084>

AWeber: <https://www.aweber.com/>

Emma: <https://myemma.com/>

MailChimp: <https://mailchimp.com/>

Constant Contact: <https://www.constantcontact.com>

Campaign Monitor: <https://www.campaignmonitor.com>

Active Campaign: <https://www.activecampaign.com/>

Blog for Inspiration:

Jenny Shih: Jenny has written a number of actionable blog posts to inspire you to build your Email list:

<https://jennyshih.com/category/build-your-list/>

Stuck on Writing Copy? Need Help Setting up Your Emails?

I have a couple of resources whom I use for copywriting & setting up Email campaigns. If you need help with either, please reach out to me at

sonya@theintentionalmarketer.com

*Note: Because I am a fan of ConvertKit, I am an affiliate for them. I may earn a small commission on any referrals that sign up.