

BUILD A LIST, BUILD YOUR BIZ



Time to Write Your D*mn Emails

Find Your Voice, Create Your Email
Writing Habit

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Your Primary Audience



Think about your primary audience. The people who are most likely to need or want your product or the group of people you would most like to help.



What are their demographics? E.g. Age group, gender, occupation, etc.



What do they care about? What keeps them up at night? What do they value?
What kind of lifestyle do they have? What do they do during the weekends?

Give this person a name



Go through stock photo sites and find images of the person who best represents this person. Paste it here.

Primary Audience Story

Imagine you and this person from your primary audience are having a discussion that leads to discovering your product. What would the conversation look like? Enter the name you created in the spaces where they are speaking.

You: _____

_____ :

You: _____

_____ :

You: _____

_____ :

You: _____

_____ :

You: _____

_____ :

You: _____

_____ :

Your Secondary Audience



Your secondary audience is the group who also needs your product or service. They may not be your ideal or most coveted subscriber, but are still a group of people whom you'd like to help.



What are their demographics? E.g. Age group, gender, occupation, etc.



What do they care about? What keeps them up at night? What do they value? What kind of lifestyle do they have? What do they do during the weekends?

Give this person a name



Go through stock photo sites and find images of the person who best represents this person. Paste it here.

Secondary Audience Story

Imagine you and this person from your secondary audience are having a discussion that leads to discovering your product. What would the conversation look like? Enter the name you created in the spaces where they are speaking.

You: _____

_____: _____

You: _____

_____: _____

You: _____

_____: _____

You: _____

_____: _____

You: _____

_____: _____

You: _____

_____: _____

You: _____

Brainstorm Your Emails

Look through your audience worksheets.

What problems do they have that can be solved by your product or service?

What questions or objections
would they have?

[illegible][illegible]

Write Your Email

Focus of your message

Key points or information to include

Headline 1

Headline 2 _____

Headline 3_____

Message

[illegible]

P/S _____

P/S _____

P/S _____

Ideal Day & TimeTracker

There is no universal best time or day to send that works for everyone. The best way to figure that out is to watch your own list. Use this page to track your list's behaviors and look out for emerging patterns. Do this consistently and review every so often because behaviours do shift as your list grows and new people come to know you.

Weekly Email Schedule

Week of: _____

	Contents		
	Specials	Event(s)	Reminder(s)
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

Profitable Automations

One of the best things you can do is create short automations specifically to educate and lead to a specific product. This can be your own or an affiliate product. You can then attach this automation to lead magnets or products related to your own. Use this sheet to match a product to a problem and outline your automation messages.

Problem:	
Solution (Product):	
Message Focus:	
Message 1:	
Message 2:	
Message 3:	
Message 4:	
Message 5:	

Problem:	
Solution (Product):	
Message Focus:	
Message 1:	
Message 2:	
Message 3:	
Message 4:	
Message 5:	

Problem:	
Solution (Product):	
Message Focus:	
Message 1:	
Message 2:	
Message 3:	
Message 4:	
Message 5:	

Monetizing Options

Every email you send should be monetized either by pointing them to your own products or other products you can earn a commission from. When you're busy figuring out what to send your people, it may not always be clear what products you can point them to that fits the email. List all the products - yours or others' - that you can promote. Often this list can also become the catalyst for an email topic.

Profitability Tracker

Tracking helps you figure out which messages are hitting the sweet spot, what your people like, which programs are your most profitable messages, and much more. It also helps you see patterns and trends that you won't see otherwise. Use this page to track how engaged and profitable each message is. Review every now and then so you can revisit those messages, reuse the tone and style and test your theories.

Repurpose Your Content

Hosted a webinar? Wrote a guest post? Don't waste all your hard work. Re-work them into your emails or automations. Complete as many of these as possible, add your own. Print another page, rinse and repeat.

- [illegible]

Email Marketing Service Comparison

If you do not currently have an email marketing service to send your emails with, use this chart to compare and help make your decision. Mark each feature that is important to you.

Feature	#1:	#2:	#3:
Price			
Broadcast emails			
Autoresponder			
Action based triggers			
Scheduled emails			
Conditional content			
A/B testing			
Team access			
Zapier integration			
Integrates with my site builder			
Audience segmentation			
Site action tracking			

Grow Your List

People unsubscribe. Over time, your list will become smaller if you do not take steps to actively bring people in, and you always want new people because your list equals leads and leads are important for your business. Challenge yourself to do or complete as many of these activities as possible, and to do one a month or more.

Activity:

- ☐ Host a webinar.....
- ☐ Be a webinar speaker
- ☐ Host a virtual summit.....
- ☐ Be a virtual summit speaker.....
- ☐ Appear in podcasts.....
- ☐ Host a bundle sale.....
- ☐ Participate in a bundle sale
- ☐ Host a joint venture giveaway.....
- ☐ Participate in a joint venture giveaway.....
- ☐ Host your own giveaway.....
- ☐ Advertise your lead magnet.....
- ☐ Guest blog.....
- ☐ Run a contest.....
- ☐
- ☐
- ☐
- ☐
- ☐

Lead Magnet Brainstorm

A lead magnet is something valuable you can give people for free when they sign up to receive emails from you. Below are some basic suggestions. Choose one that is relevant to your product and start creating. Do not make the mistake of having only one lead magnet.

Create as many as you can.

Check each one off as you create/complete them and add your own.

- ☐ Virtual class.....
- ☐ Consultation.....
- ☐ Single recorded class.....
- ☐ A series of recorded classes.....
- ☐ Quiz or test results.....
- ☐ Free chapter or book.....
- ☐ Workbook / Worksheet.....
- ☐ Journal
- ☐ Audio recording.....
- ☐ Checklist.....
- ☐ Free tools/resource list.....
- ☐ Free tickets / pass.....
- ☐ Printable activity or coloring sheets.....
- ☐
- ☐
- ☐
- ☐
- ☐

Refresh Your Lead Magnets

Often, when we set up a lead magnet, we skip some non-essential things just to get it up and running with the full intention of coming back to clean up, add to it or improve the process. Take some time to go back to those older lead magnets, webinars and what not to update, improve and re-promote them. Use this page to help you.

Lead Magnet:

List information or recommendation that needs to be updated:

☐☐☐

List links that need to be updated:

☐☐☐

What have you learned since that would be valuable to add?

Lead Magnet:

List information or recommendation that needs to be updated:

☐☐☐

List links that need to be updated:

☐☐☐

What have you learned since that would be valuable to add?

OptIn - Automation ConnectionMap

As time goes by and you create more lead magnets, automations and funnels, it becomes a bit of a tangled mess. This page is to help you keep track of what connects where.

Lead Magnet:

Opt-in Page or other pages it appears on

☐

☐

☐

☐

☐

Automation(s) attached to this lead magnet

☐

☐

☐

☐

☐

What other automation(s) does this automation trigger?

☐

☐

☐

☐

☐

What other automation(s) flows into this automation?

☐

☐

☐

☐

☐

Close Open Loops

When you first start out with email marketing, you might have been timid about making offers. Go back to your old automations one at a time and close those open loops with offers.

Automation:

Where can you make an offer or point to a resource that would lead to sales further down the road?

Automation:

Where can you make an offer or point to a resource that would lead to sales further down the road?

Re-engage Your Subscribers

The majority of your subscribers won't engage, but that does not mean you can't improve your odds. Try as many of the following as you can to see if you can win people back.

- [illegible]

This image shows a full-page view of a notebook or worksheet. At the top, there is a solid light blue horizontal band. Centered within this band is the word "Notes" in a bold, black, sans-serif font. Below the blue band, the rest of the page is white and filled with horizontal grey lines, providing space for writing.

Sketches

