



# YOUR EMAIL MARKETING *Playbook*

**Email Marketing:  
Win the Game!**

There's a difference between being popular and making money in your business.

Social media is great for popularity.  
Email is great for making you money.

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*Evelyn*



## YOUR EMAIL MARKETING PLAYBOOK

Welcome! I'm so excited to help you create your very own Email Marketing Playbook!

What is an Email Marketing Playbook? An email marketing playbook is a simple outline of your email marketing strategy for the coming year, quarter or month.

Don't worry. We're going to make this VERY easy and simple. You can just fill out your Email Marketing Playbook as you go and you can edit it whenever you want to suit your business' needs!

Typically, an email marketing playbook will include these elements:

1. Which Email Marketing Service Provider you will have (I recommend Mailchimp to start with if you don't have one already)
2. Your decision on having a website, or just using a landing page
3. A monthly goal of how many email subscribers you aim to add to your list
4. How you plan on getting subscribers (What kinds of Freebies? Referrals? Competitions? Giveaways?)
5. Where you plan on getting subscribers (Social media, events, etc.)
6. How many emails your welcome email sequence will have (3-5 emails) and at what intervals
7. Which type of email will you send and at what intervals
8. Which products/services you will sell
9. A general overview of your business's email marketing budget (if any)

Did you know that the first marketing email was sent in 1978? That's like eons ago! Also, it resulted in \$13 million in sales, and kicked off what has become one of the most highly used marketing channels even to this day!

Given its early beginnings, email isn't as shiny as some newer channels like messaging and social...

However, the number of your subscribers on your email list is directly tied to the income of your business.

These days, so many business owners are focused on building their Social Media Platforms rather than building their email lists. And I LOVE Social Media, don't get me wrong. Later in this challenge I'm going to share with you how to leverage Social Media to build your email list.

But many business owners are focusing on building their social media because they think it will get them the success in business that they're looking for. Or they think it will make them appear popular. Not saying that you're doing that... and I'm not saying there's anything wrong with being popular. Popular rocks! But popularity doesn't pay the bills.

There's a difference between being popular and making money in your business.

Now, Social Media is awesome because it's "out there." People can see your numbers. If someone has many followers, it's 'proof' that they're doing something right and it must mean that they're successful, right?

And an email list... it's behind the scenes, and is invisible to others. No one knows what's going on behind closed doors... No one but you and your subscribers. So it might not seem as appealing.

However, Email Marketing is #1 way to sell online, above advertising, above Facebook groups, above ANYTHING on social media.

Now, if you have a social media following, great! We'll use it to build your email list. If not, that's 100% ok. We can still quickly build your list.

Maybe you've been putting off starting an email list because it seems like a huge time-commitment or you don't know what to write...

I want to assure you that maintaining an email list is FAR easier than maintaining a Social Media Account or not having sales in your business.

In fact, the BEST way to start a business is to GROW YOUR EMAIL LIST, not your social media.

So many people have it backwards! But it's because we've somehow been conditioned to think that social media is where it's at. But it's not.

Email is crazy effective because it's something people usually check every day.

Facebook has progressively reduced the number of people that a brand's posts can reach in an attempt to drive businesses towards paid advertising options. In fact, organic reach on Facebook is only 6%, a decline of 49% from peak levels, according to analysis from Ogilvy.

This means that every time you post a Facebook update or promotion on your Facebook Page, less than 6% of your audience will see it.

This means that if you have 1,000 followers on your Facebook Page, ONLY 60 of your hard-earned followers will see it!

(Doesn't that make you just a little bit mad?)

When we build a "following" this way, it makes it infinitely more difficult to stay connected to those we want to serve!

By comparison, email open rates average around 30%, making your message 5x more likely to be seen through email than Facebook.

However, it is still an effective way to build an owned audience that gets results.

Email marketing isn't spam. Your customers gave you their information, and — if used right — email marketing can be both a relationship-building and profit-building tool.

You should use email to build upon an existing relationship with your subscribers and leads by providing relevant, valuable information that will help them take action on their goals.

If you keep this golden rule in mind, your subscribers will not only read your emails, but they will look forward to hearing from you every time.

Unless you have the womanpower, free time, and capital to individually build a personal relationship with each one of your prospects and customers, email is your BFF marketing friend.

Creating an email marketing plan is one of the best and most effective to increase awareness of your brand and your products or services.

**Before we start, let's go over a few mistakes business owners make with their email lists.**

### 1. They don't define their goals

Before you begin planning your email marketing strategy, it's important to define your goals.

Determine what you want to achieve with your email list and what is the goal of each email or each email sequence?

Some of the most common email marketing goals include:

- Increasing your brand's visibility
- Increase sales
- Acquire new customers
- Build relationships with existing customers
- Increase brand loyalty
- Increase website traffic
- Educate subscribers

What are my top goals of my email list?

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### 2. They buy their email list

Building an organic email list is crucial to the success of your email marketing strategy. There are a lot of marketers who buy email lists. Sure, it's a shortcut to reach out to more people in a short span of time. It also requires less effort.

But don't do it.

Why?

First, you may end up damaging your reputation by using borrowed, scrapped, or purchased lists.

Plus, it's not a good idea to use email lists as your emails could end up in the spam folder.

In addition, a lot of contacts in purchase email lists are fake.

Finally, when you buy, many times these are NOT your ideal clients.

To be successful at email marketing strategy, it's important that your list only consists of your ideal customers. It's MUCH better to have 100 ideal customers on your email list than 5,000 who aren't

Later, we'll cover how to organically add a bunch of email subscribers to your list.

### 3. They get people to subscribe to, then ghost their email list

When we don't nurture our email lists, when we just get people to subscribe and then we forget about them, it's just as bad as not having an email list at all.

Now, I know it can seem like a lot to take on the responsibility of an email list. But, in this challenge, as we're moving forward, I'm going to give you templates on what to write in your welcome emails and other emails.

See how easy it is!

Plus, know that you don't have to email every day or even every week. Some companies send out just a few emails per year, and that's totally ok! This is YOUR list, and you can manage it how you want. And this is why having an Email Marketing Playbook is so important!

#### 4. They don't send relevant content

Your subscribers signed up for a specific reason and a specific benefit. If a business owner all of a sudden does a 180, and sends content that isn't at all related to what the subscribers signed up for, they will have lots of people unsubscribing.

Your emails should be written with your ideal customer in mind. If you need to do more research to learn about your ideal customer, that's totally ok.

We covered your ideal client in the last session, so if you need reminders, go back.

Ok, now that we've covered some of the mistakes, let's move onto creating your Email Marketing Playbook!

## YOUR EMAIL MARKETING PLAYBOOK

### 1. My email marketing service provider

Your email marketing strategy requires the right tools to help you create, send, track, and measure your emails and campaigns.

So first, you need an email service provider. This is the tool that will help you create, organize, and send your emails plus provide basic tracking.

I recommend Mailchimp as you can have up to 2,000 subscribers for free and the cost to add more subscribers is low. Also, it's easy to navigate and offers tools like Landing Pages, Post Cards, and so much more.

If you're looking to create programs and you are ok to spend some money, I recommend Kajabi.

But in the end, the decision is up to you. Just make sure you pick one!

My Email Service Provider Will Be:

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## 2. Will you have a website? Or just use a landing page?

If you have a website already, great! But you don't need one to build an email list. A Landing Page works great.

Will I have a Website?

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## 3. A monthly goal of how many email subscribers you will gain

To start, I recommend setting a goal of adding 200-300 subscribers per month (I'll show you how to do this later in the challenge). Once you've gotten the hang of how to add subscribers, the numbers are likely to increase and you'll quickly have 10,000 subscribers or more!

How many new subscribers will I add to my email list per month?

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## 4. How you plan on getting subscribers (What kinds of Freebies? Referrals? Competitions? Giveaways?)

In this challenge, I'll teach you how to create Freebies and a Landing Page, which is one of the most effective ways to attract subscribers.

However, to get some more juicy ideas and to put your email building efforts into hyperdrive, check out my PDF "99 Proven Hacks That Bring A Flood Of Email Subscribers" included in this challenge.

How I plan on getting new email subscribers:

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## 5. Where you plan on getting subscribers (Social media, etc.)

I recommend starting with one or two platforms, ideally where you have the most followers. Your Facebook Page is a great place to get followers as are Facebook Groups you are in.

Also, Creating your own Facebook Group allows for you to ask for email addresses when people join. We'll go over this more later, but for today, just pick one or 2 Social Media sites. Remember, you can always go back and edit later!

Where I plan on finding my subscribers:

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## 6. How many emails my welcome sequence will have and at what intervals:

A welcome sequence is the first email sequence your subscribers receive after they've confirmed their email address.

Welcome sequences are great, because you get to show up in a way that you can control and really share with your new subscribers what you're all about.

Your welcome sequence is probably one of the most important sequences you'll ever write. Why is this critical in your email marketing strategy?

Because it is sent at a time when someone has said they want to learn more from you and statistically, this email will have the highest open rates and engagement of any you'll ever send.

In week 3 of this challenge, we'll create your emails, including your welcome sequence.

However, start to do some research of certain email sequences you've really enjoyed receiving. What did they include? How many did you get? What did you like about them?

It's ok if you want to leave this step for later, or if you want to complete it now, that's great, too.

How many emails my welcome sequence will have (I recommend 3-5 emails) and at what intervals (I recommend every day at first, or every other day):

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### **7. Which Genres of emails will you send and at what intervals?**

To start, check out my “Genres of Emails” PDF and pick **ONE Email Sequence** you’d like to start with. We will starting with the Welcome Sequence (see above). But here, include one or two more you’d like to tackle in a month or two.

(Later, you can incorporate other sequences and stand-alone emails. Start thinking about how many emails do you think you will be able to create and send per week/month/year? Don’t overdo it in the beginning. Once a month is a great start).

The important thing is to not get overwhelmed. Simply choose one or two, or create your own.

Which genre of Email Sequence will I start with? How many days will it be? And at what interval will I send it out?

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### **8. Which products you will sell**

If you already have a product/service or a product/service idea. Great! Write it here.

If not, we’ll cover this step later in the challenge and you can leave this blank for now.

Which products/services I will sell:

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## 9. A general overview of your business's email marketing budget (if any)

Do you have a marketing budget? If so, great. If not, that's totally ok, too.

A general overview of my business's email marketing budget (if any)

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### A NOTE ON SEGMENTATION:

Segmentation is when you have more than one Ideal Customer Avatar and you segment your email list into different segments. In other words, segmentation is simply grouping your target audience into sub-niches based on demographics, behaviors, or other criteria.

In the beginning, don't worry about this too much. But as you grow and get better and better at email marketing, it might be something you'll want to look into.

Examples of ways to segment include, but are not limited to:

Gender

Age

Persona

Industry

Hobbies

Geographical location

Education level

Past purchases

Purchasing behavior (heavy vs. light purchasers)

Interests

Content topic

Interest level

Change in purchasing behavior

Stage in the sales funnel

Learn more about increasing engagement with list segmentation.

Simply choose the segmentation type that makes sense for your data and marketing goals, then, start sorting.

Why should you segment your email list?

Each person who signs up to receive your emails is at a different level of readiness to convert into a customer (which is the ultimate goal of all this).

If you send a discount coupon for your product to subscribers that don't even know how to diagnose their problem, you'll probably lose them. That's because you're skipping the part where you build trust and develop the relationship.

Every email you send should treat your subscribers like humans that you want to connect with, as opposed to a herd of leads that you're trying to corral into one-size-fits-all box.

The more you segment your list, the more trust you build with your leads and the easier it'll be to convert them later.

Not to mention, segmented emails generate 58% of all revenue.

## HOW TO SEGMENT EMAIL LISTS

The first step in segmentation is creating separate lead magnets and opt-in forms for each part of the buyer's journey. That way, your contacts are automatically divided into separate lists.

Beyond that, email marketing platforms allow you to segment your email list by contact data and behavior to help you send the right emails to the right people.

Here are some ways you could break up your list:

Geographical location

Lifecycle stage

Awareness, consideration, decision stage

Industry

Previous engagement with your brand

Language

Job Title

Here's the thing, you can segment your list any way that you want. Just make sure to be as exclusive as possible when sending emails to each subgroup.

Ok, that's all for your email marketing playbook! See how simple it can be?

To learn more about how to build and grow your business, [CLICK HERE](#) to join my Facebook group "Woman Your Way to The Top!" where I share with you all the juicy hacks, secrets, and tips to build your dream business and dream lifestyle!