



YOUR THANK YOU/WELCOME EMAIL!

Welcome to Day 12 of The 10K Subscribers Challenge!

Isn't it exciting how far you've come? That you have a Freebie, a Sign-Up Page, that you know how to create an Intro Product and how to create an Ultra Clickable Ad?

I'm so proud of you for sticking with it and for continuing to learn!

Today, we want to create a Welcome Email so you can begin to grow your relationship with your new subscribers.

Once the Welcome Email is done, we'll set it up to deliver it automatically to your new subscriber. This will save you time and will make building your email list 100 times easier!

Now, the Welcome Email is probably one of the most important emails you'll ever write. But don't worry if you're not quite sure what to write. I'm here to help you every step of the way.

The Thank You/Welcome Email is the first email your subscriber receives after he or she has given you their email address.

Since this is their first interaction with your brand in their inbox, it's important to make it memorable and worth their while.

After all, subscribers are highly likely to open and click Welcome Emails compared to other types of promotional emails, according to a study from Experian.

Because the Welcome Email is high-engagement, it also works as a great "transactional" (sales) email (I will teach you how to write several AMAZING Email Sequences this week).

It's typical for Welcome Emails to offer discounts, low-cost products, or free shipping to new subscribers, encouraging them to buy from you right away.

Today I'm going to teach you how to write a basic Welcome Email without offering a product. This is so we can start to build your Email List as quickly as possible.

Ok, are you ready to get going on writing your Welcome Email? Let's do it!

First, open a word document and name is the same as or something similar to your Freebie.

Now it's time to write a nice warm welcome where you include a link to the Freebie.

WHAT TO SAY IN YOUR WELCOME EMAIL

First, as you're writing, I want you to think about this new subscriber of yours. Behind the screen, on the other end, is a REAL person.

Not only did this person just subscribe to your email list, they are also super excited to hear more from you!

For me, I think of writing from my heart. I thank them first because I am so appreciative of every new subscriber I receive. I make sure to express that. I give them the Freebie up front, then go on to tell them why they can trust me.

I also paint the future of where they will be headed if they stick with me. Again, I'm here to serve them and help them get what they want.

I like being encouraging, uplifting, and giving. I want to make sure they feel like they are a part of a new community and they will be taken care of.

Now, take a moment to consider how you can introduce yourself and your business in a positive way, set expectations, communicate your brand, and identify the next steps for them to continue on this journey with you.

First, thank them/welcome them. Then consider a few of these ideas to get you started:

- Mention their Freebie early on
- You can share one of your stories or why you are in business (Maybe a shortened version of your bio)
- Let them know where else they can find you online (give them one link max as more will overwhelm them)
- Tell them why you or your products are the solution to their problems
- Let them know what type of content you will be sharing
- Let them know to look out for more emails with Freebies or surprises
- Tell them how often they can expect to hear from you

Here's an example of a Welcome Email (feel free to steal it but you want to make it YOUR OWN voice and change pertinent information):

SUBJECT: Welcome! Your Ebook is here: Fast-Track Your Way to Online Success With an Email List Building System

Hi there!

Thank you soooo much for downloading your e-book "Fast-Track Your Way to Online Success With an Email List Building System!"

[CLICK HERE TO ACCESS](#)

It might feel like a tiny step for you...

But downloading this e-book means that you're ready to focus on following your passion, reaching more people, and making a bigger impact by building and growing your brand.

Now more than ever, we as industry leaders and entrepreneurs are being called to share our messages and offer our products and services.

With the right systems in place, you can stay more connected to your online community and have a fantastic lifestyle offering advice, knowledge, experience, and your products and services.

These days, so many business owners are focused on building their Social Media Platforms rather than building online systems.

Social Media is awesome because it's out there.

A system that builds your own platform, specifically our email list... it's behind the scenes and is invisible to others.

However, when you build a system that captures leads for you, you are building the #1 way to reach your following and sell online.

Having helped hundreds of online entrepreneurs build systems from scratch...

I can confidently tell you that NOTHING compares to having systems and strategies in place.

I'm so thrilled to be able to help you build a system to grow your own network, including your email list so you too can stay more connected with your audience and drive more sales to your business!

For now, enjoy diving into your e-book "Fast-Track Your Way to Online Success With an Email List Building System."

... and stay tuned for another email heading your way tomorrow :-)

All my best,

Evelyn

PS: Did you know that OVO is the FASTEST way to increase sales in your business?

OVO =

--> Opt-In

--> Value (freebie)

--> Offer...

More tips hitting your inbox soon!

My Website: www.evelynjohansen.com

NOW IT'S YOUR TURN!

So go ahead and write your email, then meet me back here for the next step.

Ok, now that you have written your email in a word document, it's time to head on over to your email service provider.

First, if you haven't already, we want to create your Sign-Up Page/Landing Page.

Again, a Landing Page is a standalone web page or website created for a specific advertising campaign/Freebie to capture leads and get them into your system. Basically, it's where the Email-Freebie exchange takes place. Ok, let's build your landing page!

Here's how to create a Sign-Up Page in Mailchimp:

First, go to your Mailchimp account and log in. You will want to make sure you have created an "audience" to send it to first.

Next, on the main page, in the top left corner, is a "Create" tab. Click on it.

In the dropdown, find "Landing Page" and click on that.

It will give you the option of naming the Landing Page. Give your Landing Page a name that will help you remember what it is. You can maybe give it the same name as your Freebie.

Then select your Audience.

Next, select the template that's named "Grow Your List."

Your Landing Page template will appear.

If you have a logo, go ahead and insert it. If you don't have a logo, just insert a photo or just delete the section. Again, this is NOT about perfection.

Next, add your headline. It should be something that entices your audience and that relates to your Freebie. To get some juicy ideas, go back to the PDF from yesterday if you need more ideas.

Next, click on the headline and a section will open up on the right that will allow you to edit the template.

You can choose a font you like or just use the one that's provided.

Once you have your headline, click on the section below the headline and write 1-3 sentences that explain what they will get in return for giving you their email address.

Remember, make it sound appealing!

Below that, you'll see the sign up area where your future subscriber will enter their email address. I generally recommend getting their first name, too, although it's not necessary.

To add an area where your subscriber can enter their first name, click on the little pen, or the "edit" area, and a new window will appear on the right side. Check the box that says "First name."

Next, you'll want to customize the confirmation message to say:

"Success! Check your Email for your PDF!"

You can customize the colors of the text and button if you want but don't get too perfectionist about it.

Once that's done, save and close the Landing Page, name the page, and add a URL.

Then, hit publish, and VOILA! Your Landing Page is done!

Yay! Take a moment to pat yourself on the back and tell yourself “JOB WELL DONE!” You can always go back and edit the Landing page if you want.

Next we want to copy and paste the Thank You/Welcome Email.

Head over to your word document and copy the Welcome Email you wrote.

Then head on back to your Mailchimp account (or email service provider account).

Next, on the Mailchimp Home Page, click on “Automate” then in the dropdown, click on “Email.”

Select “Welcome New Subscribers,” then name your email something related to your Freebie.

Here’s a tip if you get more than one audience: Make sure you have selected the right audience before proceeding.

Next select, “Begin.”

Edit the “Subject” line and “Preview Text” to reflect your Freebie.

A note on subject lines: Some companies put “Welcome” in the subject line so the email is easily identifiable.

Also, research indicates some of the most popular words in subject lines that get opened include: sale, thank you, welcome, new, daily, weekly, alert, bulletin, video, and any type of personalization. So consider including those in the subject line.

Also, avoid spammy words like “free” in your subject line to help prevent your email being sent to the outer-darkness “spam folder” in your subscriber’s email account.

Now it's time to paste the email itself. You can add your logo or a photo at the top or not. It's completely up to you.

Also remember to edit the very bottom of the email to include your information.

Once you have finished the email, it's time to link your Freebie to the Welcome Email so your new subscriber can access it.

To insert a link to your Freebie into the email, simply click the little link button that looks like this: 

Then select Link to "File" and upload your FREEBIE PDF to Mailchimp.

Once you're done editing, hit "Save and Close." You can send a test email to yourself if you'd like to make sure it looks good.

Then, before you head on out of there, make sure to click the button in the top right corner that says "Start Sending."

IMPORTANT: If you miss this step, the automation won't send, so you NEED to do this.

*Ok, now that that's done, we're going to get your
Freebie out to the world!*

Now, when I first did this, I felt both super excited AND super nervous. Putting myself out there was scary.

I started to question a lot of things about myself... if I was good enough. If my content was good enough... If people would hate my stuff... If people would even download my stuff!

A million thoughts started racing through my mind at once! But I took courage and put it out there. And the more I put it out there, the easier it became. And when I saw that people liked my stuff, my confidence grew. And today, I don't bat an eyelash when I put content out.

It's important to not let your fears hold you back. Besides, your fears will probably not happen anyway!

Just continue to believe in yourself and the rest will follow!

So, let's start with brainstorming some ideas of where you can quickly and easily share your Freebie online.

By sharing, I mean you share your Freebie by posting the link to your Mailchimp Landing Page.

1. On your personal Facebook profile.
2. On your business Facebook Page.
3. In Facebook groups where your Ideal Client may be hanging out (Just make sure to follow the rules of the group).
4. On Instagram, with Instagram Stories.
5. On Twitter
6. On LinkedIn
7. On Tik Tok
8. On Pinterest

Now, remember how I had you research where your Ideal Customers hang out? Is there a specific platform (like Facebook or Pinterest) your Ideal Customers seem to prefer over another?

To start, pick one or more social media platforms to focus on to share your Freebie. It can be where your Ideal Customer hangs out or it can be where you already have the strongest following.

Start with one, then once you're really great at it, move to the next one!

To share, we're going to use your Ad. Again, ads seem like such a big deal, but trust me. They're not. They are just one form of communication.

Here's a reminder of things that make your Ad stand out:

1. Have an attention-grabbing Visual/Photo

2. Have a captivating headline that generates interest
3. Write text that flows and is free from errors. Here's a tip: Adding a very short story and why this Freebie is relevant to you makes it seem less spammy.
4. Include in the text what your irresistible Freebie offer is (or you can hint at it and keep it a secret and the suspense will make people want to click to find out what it is)
5. Tell the customer what the *benefit* of your Freebie is
6. A clear call to action/invitation (i.e.: Click the Link, or Grab your copy now!)
7. A link to your Landing Page

The ad can be long or short. Whatever feels natural to you. But the entire point of the ad is to get the customer to click on it to get your PDF so you can get their emails!

Here is a sample ad example:

Hey! How's that email list coming along? Haven't started it yet? Or is it kinda sorta limping along?

Download my free PDF "12 Genius Freebie Ideas to Explode Your Email List!"

Excuses don't build an email list but action does!

So click the link to download my free PDF so you can get your email game on today!

Now, the way I like to think about marketing is that I'm sharing my information with my future BFFs. I usually feel super excited. I don't like to be spammy. I like to share myself and tie the product back to me. I like to be giving and generous.

Don't over-complicate marketing. It isn't rocket science. It's a way to connect with people who want what you have to offer, who want what your vision can bring them!

Also, if someone expresses interest in my Freebie and comments on one of my posts, they really truly want my Freebie! So I make sure to personally reply to them. They made the effort to reach out to me and I'm always so thrilled when someone takes the initiative!

So if they comment, you bet I'm going to be replying back.

AND THIS BEARS REPEATING: Keep sharing your Freebie over and over and over. Don't just share it once and then it's done. In advertising, the term "effective frequency" means the number of times a customer must see an advertising message before they take the action the seller wants them to.

Some say repeating a message 3 times will work, while many believe the "Rule of 7" applies.

A study done by Microsoft concluded that the ideal number was between 6 and 20 times.

20 times! Crazy, right?

Think: Fewer messages, more often.

Since repetition fosters both awareness and trust, you'll see better results with a shorter message communicated more frequently than a long list only presented once or twice.

And here's the thing... if you're doing it right — saying the same thing over and over — you WILL get bored out of your mind hearing yourself speak long before your message sinks in with your customers.

So now go and share your Freebie with the world!

Now that you've created one offer, I want you to create at least 2 more! This will help you see which one does better. Some offers just do better and people love them.

Other offers don't do as well. And that's ok.

It only takes a short amount of time to create an offer (now that you know how to do it), so soon you'll have a whole slew of them, quickly building your email list!

And remember, share, share, share. Don't feel bad that you're promoting yourself. Be proud! You're giving something of value and are sharing it with the world!

*Can you see how quickly and easily you can grow your email list?
I've got your back. And this is just the beginning... Because my
goal for each and every one of my customers is to have 10K
subscribers on their Email Lists.*

Why? Because that's when you'll be financially free!

So when you stick with me, you'll be growing your list, staying more connected to your audience, serving them better, and will have so much stability in your income because you'll be driving consistent sales to your business.

Ok, for today's homework:

1. Write your Welcome Email
2. Create an email in your email service provider account
3. Link your Freebie to the email
4. Make sure it's set up to automate
5. Start putting your Freebie out there!
6. Create 2 or more new Freebies!

I seriously can't wait to hear about you getting your very first subscriber! I'll see you tomorrow!