



## CHEATSHEET: BUILD YOUR FIRST EMAIL FUNNEL



Hi! I'm Jackie, and I am so excited that you've decided to utilize the power of email marketing for your business! As a Marketing Strategist & Success Coach for millennial entrepreneurs, I am incredibly passionate about empowering other #BossBabes to learn the marketing strategies that will scale their own businesses! When it comes to email marketing, a lot of people in the online space like to over-complicate it. As I usually work with emerging entrepreneurs, I find it best to keep everything simple. This cheatsheet is going to walk you through the process of setting up your first email funnel, which is essentially an automated series of emails meant to warm up your audience for a pitch or sale. You make it once, and it can bring you clients for months (or years) to come!



### LET'S DIVE INTO THE CHEATSHEET!

#### Have a goal in mind.

For instance, are you looking to book more sales calls for your 1:1 program? Perhaps you want more people to purchase your signature course? Whatever it may be, be sure that you have a specific goal, destination, action that you want your subscribers to take.

***What is the goal of your first email funnel?***

#### Create the opt-in.

The opt-in is how people will join your list. It has to be something your target audience WANTS that is the first step to warming them up for your follow-up offer (i.e. book a sales call, sign up for your course, etc.). Keep it super simple and outcome oriented. *For instance, let's say you're a relationship coach who helps women attract their soulmates by developing a deeper sense of self-love. Your opt-in could be "10 Steps to Attracting Your Soulmate!"*

***Brainstorm at least three ideas for your opt-in:***

## **Onboarding sequence.**

The onboarding sequence, sometimes called a welcome sequence, allows you to nurture every subscriber that signs up for your email list. ***Below, I have outlined my suggested set-up for an onboarding sequence, with space for you to brainstorm ideas for what to include in your welcome sequence:***

- **Opt-in Download:** The sole purpose of this email is to deliver the opt-in. Keep it short and sweet. You can open with a brief message and then include the download button.
- **Email #1 - Build your Know, Like, Trust Factor:** Introduce yourself and share the most compelling part of your story that ties into the work you do.
  
- **Email #2 & 3 - VALUE:** Choose two items of value relevant to your audience. Try to make it something actionable that they can do and see quick results OR something inspiring that will improve their day.
  
- **Email #4 & 5 - Services & Pitch:** While you'll be including some "teasers" of your work in the other emails, this is where you get down to business and start sharing testimonials or specific examples of the transformations you bring your clients.

## **Come up with an email content plan.**

Most of your new subscribers will probably need to get to know you a little better before signing up for a sales call or purchasing your course. To increase the number of subscribers who become clients, continue nurturing your email list and sending them more information about you and your business. ***Use the space below to brainstorm your very own email content plan! Start by asking yourself: How often do you want to send regular content to your list? Do you want to create new content each week? Do you want to reuse a social media post? It's really up to you!***