

THE COMPLETE

4-Step Email List

To Convert And Connect With Your Readers

Over here we have the goal: I want to make tons of money from my online business.

And over here we have the reality: I have a website. I'm making some money, but I wouldn't call it "success" just yet.

The question you have been wrestling with for months now is, "How do I get from my reality to my goal?" Or in other words...

How do you turn your website into a real money-maker?

Email Marketing Basics

Step #1. Create Your Email List

- Immediately start your free account with MailChimp
- Select "Lists"
- Click "Create List"

At CoSchedule, we use CampaignMonitor which is awesome if you'd like to position your email list for massive growth from the get-go.

Step #2. Optimize Your Website For Email Collection

Think simple and then think simpler:

- Simple design
- Single goal
- Necessary features only

If you want to build a serious email list, this has to be the #1 goal of your website.

- Immediately axe anything that doesn't facilitate email signups.
- To collect email subscribers effectivity, you need:
 - Some form of compelling lead magnet
 - Above-the-fold email opt-in CTA
 - Email opt-in popup
 - End-of-content email opt-in

Create A Compelling Lead Magnet

You need to be able to compel visitors to become subscribers. Have something valuable in exchange for their email addresses.

There is virtually no limit to what you can use as a Lead Magnet:

- Restricted resource library
- Topical e-book
- Collection of templates

- Exclusive content only given to subscribers
- Audio or video download
- Email training series
- Checklist PDF
- Software tool access
- Etc.

When evaluating something as a potential Lead Magnet, it needs to answer “Yes” to 2 vitally important questions:

1. Is this something my target audience would LOVE and no one else would really care about?
2. Is this something that can be automatically distributed upon signup and doesn't incur marginal cost at my expense?

Brainstorm Lead Magnets that would work well for your audience that follow the two rules:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Place An Email Opt-In Above The Fold

This not only allows you to collect email, but it also gives you a chance to hit users with a targeted value proposition.

- Grab signup form code from MailChimp and work with your website or blog theme to embed it above the fold
- Install SumoMe's Welcome Mat

Consider funneling email subscribers for your content into a different list than real leads.

- Include multiple calls to action with the buttons leading your readers to different signup forms

Brainstorm what types of lists you'd like to maintain to better understand where your readers are in your marketing funnel:

- 1.
- 2.
- 3.
- 4.
- 5.

Create An Email Opt-In Popup

They really, really, really work. In fact, I doubt you can find a single, high-traffic marketing blog that doesn't currently use popups.

- Install SumoMe's free popup application
- Include a Lead Magnet in exchange for an email address
- Write an excellent call to action on why your readers will benefit from the download and subscribing
- Include a visual of the Lead Magnet to encourage action

Create Email Signup Opportunities At The End Of Your Content

Your visitors to your post will not read the full post.

If they do make it to the end of your post, they want more. Don't waste this opportunity.

–Make sure you include a signup opportunity that the end of every post.

The more difficult way is to make a different Lead Magnet for every single one of your posts. This is called a "Content Upgrade", and it gets better results because it is directly related to what your visitors were just reading about.

- Include a simple signup form at the end of every post in the theme of your blog or website
- Consider including a content upgrade in every post you publish—like the guide you're reading right now :)
- If you can't include a content upgrade specifically for every post, try a content bundle of several of the most relevant Lead Magnets you've created to encourage signups

Step #3: Implement Email Marketing Within Your Content Strategy

Your overall content strategy should be targeting your desired audience via recurring, well-promoted content that gets people to your website and into position for email capture.

The goal of any content marketing campaign is twofold:

1. Build an audience of people interested in your chosen topic.
2. Build trust within that audience and an expectation of quality from your brand.

Anytime you publish a new post, send out the following email:

1. Subject Line: "Compelling headline meant to grab maximum email opens"
2. Header image taken from published post
3. Short introduction setting up a hook to get people to your post
4. Link to your post
5. Button(s) to click for instant shares

1: Publish your blog between 12pm and 5am ET. The easiest way to do this is to schedule it through CoSchedule.

2: Schedule an email to go out the day your post goes live.

3: Promote your content across social channels with CoSchedule.

Now it's time to actually make some cash from your email list.

Four monetization strategies:

1. Monetization Strategy: Sell Affiliate Offers To Your Email List

Pick a subscription-based service that meets the following criteria:

- You already love it
- It's a no-brainer for your customers
- It is intended to be used indefinitely

Be sure to:

- Put a referral link into your next email and talk it up big to your email subscribers
- Create a targeted landing page on your website pitching to your visitors

2. Monetization Strategy: Sell Ad Placements On Your "Newsletter"

Be sure that your "newsletter" isn't a traditional tacky newsletter; you have to do something different.

Brainstorm how you could build a newsletter that sell without tacky banner ads (think native advertising here):

This works particularly well with niche newsletters, because the smaller the market, the more valuable it is for a new brand to get its name in front of relevant viewers.

How do you get such placements? The answer is direct sales.

Pick 10 brands in your niche, and email them saying, *“I have 1,000 email subscribers centered around your niche, and I think they would be very interested in learning more about [brand]. I’d love to discuss running a [brand] promotion in an upcoming newsletter.”*

Pick your 10 brands:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

3. Monetization Strategy: Make Your Email Newsletter A Paid Subscription

People are very used to being asked for their email in exchange for content, and they are becoming increasingly hesitant to give that email address away.

If you have the audacity to ask for money in exchange for your emails, your email content better include the following:

- Highly valuable, world-class type content
- Exclusive content that can ONLY be found via your email list
- This may work for huge course material that is better than anything else out there

Collaborate:

- Ask what they want.
- Brainstorm a few possible product ideas:

- 1.
- 2.
- 3.
- 4.
- 5.

- Ask your subscribers to give you feedback on what they like/dislike about your ideas
- Ask specifically if they would consider buying each option

Create:

Let’s just say you are creating an e-book. Here a few keys to compelling an e-book that doesn’t suck:

- Create an outline first.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

–Set unchangeable deadlines for each section in your outline.

Deadline chapter 1:

Deadline chapter 2:

Deadline chapter 3:

Deadline chapter 4:

Deadline chapter 5:

–Write the dang thing.

–Supplement each point with facts/case-studies/examples/data of some kind.

–Don't check "done" until it's something you would pay to read.

Pre-Sell:

–Never cold sell your email list

–Prime your audience for your product by getting them thinking very heavily about the problem your product solves

–Send emails and write posts about the problem

–Get their feedback on the problem to improve your product

Launch:

Before you launch:

- Get all hands on deck
- Get everyone you knew with a relevant audience to help you promote your launch
- Get your product in front of every possible channel
- Put the work in to create something you're proud of and then dance it around like nobody's watching

Improve:

–*Your launch is just the beginning of your product.*

–*Get feedback, improve your product, and keep marketing it.*

How Will You Start With Your Email List Building?

Create your list: Anyone can do this with zero help. Just follow the instructions in this guide.

Optimize your site: If you are willing to take the time to tinker, test, and tweak, anyone can setup their website for email optimization using the method I described in this guide. You will need to familiarize yourself with copywriting and conversion rate optimization in order to properly utilize the tools I showed you, but you can absolutely do it yourself.

Run your content strategy: Unless you have some big bucks to shell out, you will need to do the bulk of this on your own. CoSchedule is a great resource for actually running a successful content strategy.

Launch your product: Product launches are extremely technical and entail a lot of moving parts. I wouldn't recommend doing your first launch by yourself.

When you're ready to build and monetize your email list, CoSchedule is there to help you publish consistent content that will get you there. Get started with your free 14-day trial now!

HEAR THE RAVES



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

Michael Hyatt, *New York Times*
Bestselling Author of *Platform:*
Get Noticed in a Noisy World



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

—**Jay Baer**, *Convince & Convert*
Bestselling Author of *YouTility:*
Why Smart Marketing Is About
Help Not Hype

CoSchedule

The social media editorial calendar for WordPress

The screenshot displays the CoSchedule WordPress plugin interface. At the top, there are navigation tabs for 'WordPress Blog', 'Schedule', and 'Settings'. A large circular logo with the letters 'CS' is centered above the main content. The main content is a calendar grid with columns for each day of the week (SUN, MON, TUES, WED, THURS, FRI, SAT). The grid shows scheduled posts with their titles, times, and social media icons. For example, on Monday, there are three posts: '5 Tips For Writing Better Blog Headlines' at 8a (Marketing), '5 Tips For Writi' at 8a, and 'Don't Miss: 5 T' at 9p. On Tuesday, there is a post '5 Tips For Writi' at 8a. On Wednesday, there is a post 'Schedule Your Blog Like a Content Pro' at 4p (Content Planning). On Thursday, there is a post 'Schedule Your' at 8a. On Friday, there is a post 'Planning Your New Editorial Calendar' at 8a. On Saturday, there is a post 'Grow Your Aud' at 9p. On Sunday, there is a post 'Grow Your Aud' at 9p. The interface is clean and organized, with a light blue and white color scheme.