

**📚 Email Masterclass Resource List**

**🔧 Tools & Software**

1. **Email Service Providers (ESPs):**
   * **ConvertKit** – Great for creators and automation beginners
   * **ActiveCampaign** – Powerful automations and segmentation
   * **Klaviyo** – Best for eCommerce integration
   * **MailerLite** – Budget-friendly and easy to use
2. **Landing Page & Form Builders:**
   * **Leadpages**
   * **Unbounce**
   * **Thrive Leads (WordPress)**
3. **List Management & Deliverability:**
   * **NeverBounce** – Email list cleaning
   * **MailboxValidator** – Spam trap and bounce check
   * **Postmark** – For transactional email tracking
4. **Automation & Integration:**
   * **Zapier** – Connect apps and automate workflows
   * **Make (formerly Integromat)** – Advanced email automation
5. **Analytics & Tracking:**
   * **Google Analytics** – Track email traffic and conversions
   * **UTM Builder (Campaign URL Builder)** – For tracking email links
   * **EmailAnalytics** – Visualizes Gmail performance

**🧠 Educational Content**

1. **Books:**
   * *“Email Persuasion” by Ian Brodie*
   * *“Invisible Selling Machine” by Ryan Deiss*
   * *“The Copywriter’s Handbook” by Robert Bly*
2. **Courses & Blogs:**
   * **Copyhackers** – Email copywriting techniques
   * **HubSpot Email Marketing Blog**
   * **Ben Settle’s Email Players Newsletter**
3. **Podcasts:**
   * *The Email Marketing Show* by Email Marketing Heroes
   * *Online Marketing Made Easy* by Amy Porterfield
   * *Smart Passive Income* by Pat Flynn (features email list growth tips)

**📄 Templates & Swipe Files**

1. **Welcome Sequence Templates**
2. **Lead Magnet/Opt-In Landing Page Templates**
3. **Abandoned Cart Email Sequences (for eComm)**
4. **Weekly Newsletter Swipe Files**
5. **Email Campaign Calendar Template**

**🎯 Strategy & Planning**

1. **Email Funnel Blueprint** – Visual guide for building from lead to conversion
2. **List Growth Tracker** – Spreadsheet to monitor list size & engagement
3. **Content Planning Calendar** – For consistent email creation
4. **Lead Magnet Checklist** – Ensure your freebie converts
5. **A/B Testing Planner** – Plan and analyze split tests

**💬 Community & Support**

1. **Email Geeks Slack Group** – Industry professionals and advice
2. **Facebook Groups:**
   * *Email Marketing for Entrepreneurs*
   * *Online Business Owners + Creators*
3. **Reddit:**
   * r/Emailmarketing
   * r/Entrepreneur