

MASTER EMAIL MARKETING TO START,
GROW & SCALE A PROFITABLE ONLINE
BUSINESS

EMAIL MASTERCLASS

STRATEGY • IMPLEMENTATION • MASTERY

CHECKLIST



Email Masterclass – Checklist

- 1.** Create a free incentive to give away to your audience in exchange for their email address
- 2.** Create an optin form/ page to giveaway this incentive and include a optimized form to get their email
- 3.** Generate traffic to your page where the form is
- 4.** Get subscribers on your list
- 5.** Send your new subscribers their welcome email and tell them what to expect from you
- 6.** Continue to send regular emails to your list providing value and building the relationship
- 7.** Stick to a consistent email schedule and strategy
- 8.** Make sure your email abides by the email laws in your country
- 9.** Use automated follow up sequences to automate your emails

Email Masterclass – Checklist

- 10.** Track what emails give you the most opens and clicks
- 11.** Optimize your emails based on your data in point 10
- 12.** Start to promote your business product or service, or affiliate products etc.
- 13.** Generate exposure, revenue, customers and profit for your business.