

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

EMAIL MASTERCLASS

STRATEGY • IMPLEMENTATION • MASTERY

RESOURCES



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
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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)
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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**
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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
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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