



Email Marketing Made **EASY**

A Guide For The Creative Solo
Entrepreneur Who Doesn't Feel
Like Marketing, But Needs To!

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Email Marketing Made Easy

A Guide For The Creative Solo Entrepreneur Who Doesn't Feel Like Marketing, But Needs To.

One thing I've learned over the years, and as a marketer and maker that teaches other makers, is that makers would rather create their products than market them.

Email marketing is really pretty easy. I know it may seem hard, but there are 5 things you need to do to create your email marketing program.

It's not rocket science. (Thank God)

The thing that makes it work, is repeating the process over and over. We makers have an eye for the next bright and shiny object that we think will make all these processes easier. (Basically because we get bored with the same-old-same-old very easily.)

But, as a business person, you need to focus not only on making, but marketing.

Marketing is a do-rinse-and repeat process. It's not always fun. It can be rather mundane. But, if you do it and do it consistently, you will grow your business. And you will make money!

In the guide, I'm going to go over 5 key components to email marketing.

1. Know Your Ideal Customer
2. Choose an Email Service That's Right For You
3. Grow Your List
4. Speak/Write So Your Customer "Hears" You – Creating Campaigns
5. Call To Action

So, I'm going to make this very easy! Are you ready to get started?

A Quick Email Marketing Introduction

Before we get to the 5 steps to email marketing, I want to clarify what email marketing is exactly.

You know what marketing is: Communicating the message about your products and/or services to your ideal customer, through various media channels, to create awareness and generate sales.

Email marketing is: Using an email marketing service provider to communicate messages about your product and/or service, to a list of your ideal audience, as a way to create awareness and generate sales for your business.

Email marketing is also very cost effective in that you are focusing on communicating to a list of your target audience rather than advertising through different media sources (TV, radio, magazine, newspaper, etc.) which can range from a few hundred to several thousand dollars per campaign.

Email marketing is also very easy to track, so you will know if a campaign is working. You'll see an immediate ROI.

Now that you are clear about what email marketing is, let's get started on the 5 things you need to create your email marketing strategy.

1. Know Your Ideal Customer

You probably already know who your ideal customer is.

Yes, this is the person that LOVES you and your product, but she/he is so much more.

This person embodies certain “characteristics” that make it easy for you to create a message that communicates directly to what they need most.

You know the type of person she/he is. You understand the kind of issues and problems that hit them close to home.

And, you are the one that can help solve their problems with your product or service.

Your ideal customer is also the person that you'll never stop learning about, because the more you know, the more you understand. When you know their ins and outs, their inner desires, and what makes them tick, you can create messages that speak directly to what they need most.

2. Choose An Email Service That's Right For You

Your business is growing and you want to start doing some email marketing to communicate with your ideal audience, and create lasting and loyal customers.

This is the time to choose an email marketing service that can grow with your business.

If you've been using your regular email account – gmail, yahoo, Hotmail, to send messages to your customers, you'll need to upgrade to an email service.

The Rules

There are certain rules and regulations you need to know about email marketing. If you're using electronic communication to promote and market your products or services, you need to adhere to the law or face some stiff penalties.

The [CAN-SPAM Act](https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business) (<https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>) is a law that sets rules for email that's used for commercial/business purpose. If you're not familiar with the regulations, take a little time to read the link here and familiarize yourself with the rules, as well as the penalties for violations.

In Summary:

1. **Don't use false or misleading header information.**
2. **Don't use deceptive subject lines.**
3. **Identify the message as an ad.** If in fact it's an ad.
4. **Tell recipients where you're located.**
5. **Tell recipients how to opt out of receiving future email from you.**
6. **Honor opt-out requests promptly.**
7. **Monitor what others are doing on your behalf.** (Source: <https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>)

Email Marketing Services

Now that you're familiar with the rules, there are numerous email marketing services available depending on your needs and list size.

You'll need a service that is compatible with your website and ecommerce store; one that allows your opt-ins (people to "join" your community through your site,) as well as imports of your current customers to your email list. This helps you can keep you audience informed of news, special offers and other important events that has to do with your business.

Here are some of the services available that I'm familiar with:

[MailChimp](#)

[AWeber](#)

[Constant Contact](#)

[InfusionSoft](#)

There are many more email services available. I've learned about these services from other business owners that have used them. Email services range in price from FREE (to start) to a few hundred dollars.

Again, these services range in price as well as capabilities.

I have used Mailchimp for several years – having used AWeber, Constant Contac, and a few otherst in the past. I like Mailchimp because it's inexpensive and grows with your list size. It integrates with Worpdress, Woo Commece (which is also has a Wordpress Plugin), Big Commerce, as well as Facebook, Twitter, Hootsuite, Pinterest, Instagram, SurveyMonkey, Eventbrite, Etsy, Salesforce, Wordpress, Magento, Joomla, Drupal and Google Analytics.

At the very least, you'll want to be able to gather emails for your list, create a newsletter and email campaigns, have autoresponder capabilities, track campaigns for effectiveness, and segment your list for better communication to specific types of customers.

3. Grow Your List

Growing your list is a key element to successful email marketing.

Ways to build your email list:

- Website Opt-In (email subscribe) with a special guide or offer
- Gather names and emails at live events
- Import names and emails from ecommerce/online store
- Ask current subscribers to invite their friends to join

- Invite through social media

Growing your email list can be a fun and exciting activity!

I've done all of the above to build my list and connect with my ideal audience.

Here are a few examples to get you going, and spark some ideas for you.

The Website Opt-In

Your website is a key piece of real-estate in the online world. If your site is static, meaning more or less a brochure that people can view online, it's fine but won't help you create a list that helps you interact with those people that are interested in your product/service.

I LOVE the opt-in!

Your opt-in is more than just "subscribe to my newsletter." Your opt-in is your announcement that you are here to help serve your audience with your knowledge and wisdom! (At least, that's the way I see it!)

There is a strategy to the placement of your opt-in.

So many websites have it at the very bottom, in small letters, almost like a whisper. *Subscribe to my Newsletter*

If you want to get people to join your list, make it enticing. People don't want to get just another newsletter – their inboxes are full enough.

People want something that's going to make them feel better, make their life easier, give them more joy, or solve a dilemma they are having.

You could be the Angel they need!

Here is what my opt-in looks like:

{ B ā 6 } Writers
Content Marketing
You are here: [Home](#) / [About](#)

HOME ABOUT BLOG LIBRARY CONTACT

About

Your Customers Make Decisions Before the Ink is Even Dry.

Hi, I'm Christine Laureano, Copywriter and Content Marketer. Many entrepreneurs and business owners I've worked with started out thinking that marketing is a necessary evil. Yes, it's necessary but it's far from evil.

Tongue-tied and twisted is an easy way to feel like a misfit when it comes to marketing your business. Slick and savvy isn't the best way either. People want to know that you hear them and that you know what they want. They don't want sleazy pitches or pointless content. Your people want you to be the answer to their prayers.

Receive your copy of
The Maker's Quick Start Guide to Marketing
Plus
Get simple marketing and content writing tips to grow your business.

First Name

Last Name

E-Mail Address

GET MY GUIDE

The placement of your opt-in box is important.

You want people to see it, catch their attention, and then get them to take action.

You'll want your opt-in box to be "above the fold" of your site (which means, when your website comes up, it's visible without scrolling down.) It can be either on the left or right sidebar. Some add it to the header of their site or within the scrolling image carousel.

Gather Names and Emails at Live Events

This is another favorite of mine!

You are already in the midst of your ideal audience when you have a booth at a trade show, sell your products at a Farmer's Market, or speak at an industry conference.

You're striking up conversations all day long! Why not take it to the next level by having these people stay in touch with you through email?

All you have to do is ASK!

You have already gained their trust by having conversations and demonstrating how your product works or feels. People are more than happy to become part of your community because you've made them feel like they belong!

Import Names and Emails From Your Ecommerce Store

There is no easier way to grow your list than with current customers.

Some of your customers may already be on your list – great!

For those that you are importing into your email list, make sure that you send an initial email explaining the reason they are getting emails from you. Also remember to explain that they can unsubscribe at any time.

Ask Current Subscribers to Share With Their Friends

Inviting your current subscribers to share your messages with their friends and family is another great way to grow your list.

There's not a lot of explanation needed for this one!

You can make it a little more enticing for your ambassadors to share “you” by offering them something special – a discount on their next order, a shout out on social media, or a mention in your next blog post.

When they do share your information with their friend, remember to mention the special report/guide or offer their friend will receive for joining in!

Invite People Through Social Media

The web is a huge wide open space full of opportunity and potential ideal customers.

Social media is a place to “get to know” people and expand your reach. It’s also a great place to do research on where your ideal people “hang out,” what they like to respond to, and the kind of tribe there are looking to connect with.

You do, however, have to be savvy when it comes to the social media invite.

You don’t want to push people to come into your community. You don’t want your posts and tweets to only be about subscribing to your FREE offer, and you don’t want to pester people to tell their friends.

Like any content you create, you want your information to have value for your ideal audience.

When you provide what they need and help them with issues they are facing in their daily lives, you can create a call to action in your content rather than asking directly on posts and tweets.

The Give-Away List Building Exercise

One of the ways to grow your list is to partner with someone that is doing a list building exercise, such as a gift give-away. I have tried this in the past and find, though it may increase the numbers on my list, they are not very targeted to my specific niche. I find that people will opt-in to get the free gift, and then opt-out shortly after or become unresponsive to email marketing campaigns.

Personally, and with a lot of trial and error over the years, I focus on creating a list that is very targeted, because then “my people” are responsive, as well as a good ambassadors for my business.

You’ll hear a lot of marketers say email marketing is a numbers game. Yes, it is, however, I’d rather have a whole lot of people in my community because they genuinely want to be there. That makes the numbers work in our favor.

With a targeted list, you can create a community that not only supports you, but supports your business, and supports each other. You can cater to your audience and offer them your expertise, and feel more comfortable that you’re reaching people that are truly interested in what you have to offer.

And, I have to say, it’s so much better with a targeted list because you don’t have to see all the “unsubscribes” that happen with a random subscriber list.

4. Write/Speak So Your Customers “Hear” You – Creating Campaigns

When you're creating content for emails (this goes for blog posts and social media too,) it's so much easier when you're writing to your ideal audience.

Think of it this way. Is it easier to write to your BFF or a bunch of strangers that you just met?

It's so much easier to write to your BFF isn't it?

Let me ask you a question. What makes it easier to "talk" to your BFF?

If your answer is – **because we know everything about each other** – then you get it!

When you know your audience deeply and personally, it's much easier to create content and email marketing campaigns that speak directly to what they need, from a voice that they connect with.

I've created the ***Content Marketing Crash Course*** that give you a lesson on "Developing Your Voice" which you can grab at www.Ba6Marketing.com/library/ It's my FREE Member Library with other resources for developing your business through content marketing.

The main point is, speak to your ideal audience from your heart and soul – they'll get it!

Creating Campaigns

If email marketing sounds like a daunting task to your, or if you just feel you're too busy to devote time and energy to it, you can start off with something relatively easy.

Newsletters

Newsletters are a great way to stay in touch with your list. You always have something going on in your business and this is a good way to keep your people up to date on your “news,” special offers, helpful resources, and your wisdom!

Plan on sending your newsletter weekly. Research on “touch points,” or customer engagement, shows that it takes anywhere between 21 and 25 interactions with potential customers before they feel comfortable enough to engage back – from blog comments to product purchases.

Way back BI (Before Internet,) the “magic number” of engagements before a purchase was made was approximately 7-10.

With the explosion of the internet, social media, and a crowded online world, you have to work harder and smarter to create those touch points that will win over the hearts of your target audience.

Let's do the math...if you only feel like writing your newsletter once a month, it could take you up to 2 years to build the “know, like, and trust” factor with your audience. (1 time a month X 24 touch points = 24 months)

The more you connect with your ideal audience on a regular basis, the shorter the time frame for them to know, like and trust you. If you send a weekly newsletter, this means you could have their attention to engage in 3-4 months.

Autoresponder Series

An autoresponder is simply a tool in your email marketing service that allows you to create several emails at once and then schedule them out over time.

On my Ba6 Botanicals Natural Skin Care site, I have a special opt-in gift called *The Secrets to Buff & Beautiful Skin*.

Once people sign up for this free guide, it starts the autoresponder.

First, a Welcome email goes out. I say “Hi” to my new member, remind them that they opted into my community (that’s why they’re getting this email,) give them a link to download their free guide, and then explain when they can expect to receive my weekly messages.

I have 10 weeks of email messages that my audience will receive. I have special offers, skin care tips, food options for beautiful healthy skin, etc. I give a lot of valuable information so my audience not only stays engaged, but gets information that they can use today.

I initially spent a-day-and-a-half creating this autoresponder series. In doing that, I don’t have to schedule time every week to write emails. I can use that time to create other forms of ideal audience engagement.

The autoresponder can be used to create all kinds of campaigns that will keep you in touch with your audience.

Which leads to the next essential key to creating an email that gets your list to “do” what you ask them to do.

5. Call To Action

This is the piece that people feel most uncomfortable with.

The reason...

They think they have to hard sell and ask for a sale.

Yes, you are in business to make money. However, hard-selling is NOT the way to grow your business and increase your revenue.

As a matter of fact, selling every time you send out a message will end up turning off your audience rather than building a supportive community.

With that said...

Let's talk about your call to action.

I want to give you a few examples that you can play with, because it can seem difficult to create a call to action if you're not used to it.

See, people generally don't like to ask for what they need because what they think they need is to SELL product.

Your Call To Action (CTA) is not about selling, not really. You want to start teaching your audience to "do" something, to engage with you, when they read your messages.

Doing something doesn't always mean BUY.

Go back to when you were a kid. Remember recess? Play time? How hard was it to get kids to go on the swings, play dodgeball, or tag? Was there any convincing needed?

NO!

Email marketing is very similar.

Creating an atmosphere that gets your audience to “play” with you is really pretty easy.

Create your messages in the voice that speaks to your audience. Get them involved and get them excited to be with you in the “conversation.”

Every message that you create should have a call to action.

If you’ve involved your ideal audience, if you “played” with them, and given them the information that they need, they WILL act if you ask them.

The main purpose of a call to action is to get your audience to act – to do something that keeps you connected with them and creates an ambassadorship.

I mentioned that I wanted to give you some examples of Call To Actions...here are a few:

Leave Your Comment, I’d love to read it!

Sign up for my weekly updates.

Ask a friend to join our community.

If you have an idea, please share it with me.

Tell a friend about our Buy 1 Get 1 offer

One thing to remember, don’t inundate your message with CTAs.

I’ve seen messages that read... BUY HERE, JOIN ME, or YES, COUNT ME IN, 4 to 5 times throughout the post. That’s not necessary, nor is it engaging.

In a blog post or email message, have your Call To Action at the end of your message. (If you're writing a sales or landing page, your CTA will be slightly different – but that's for another time.)

Engage your reader with your informative and inspiring content. Get them involved. Then, ask for their help with your Call To Action.

When your audience feels connected and engaged with you, they are more than happy to share what you have to offer.

Conclusion

I hope you feel more comfortable with the idea of email marketing.

It's really the best, and most easy, way to connect with your customers and prospects because you have their undivided attention – and you already have their permission to send them emails!

Play around with this marketing approach. Test different types of messages, different types of headlines, and different types of content. You'll learn a tremendous amount about your ideal audience, how to speak to them, and when they are ready to buy.

If you would like me to teach you more about email marketing and creating campaigns to engage your ideal audience, I'm happy to help.

You can contact me at Christine@Ba6Marketing.com and we'll determine your next steps.

Onward,

Christine