



TAKING THE MYSTERY
OUT OF YOUR
EMAIL STRATEGY



Welcome to your Email Strategy Intensive!

During your four hour Intensive, you and I work together to revamp your email strategy! At the end of the day, you will walk away with:

- an assessment of your current email strategy
- a new lead magnet strategy
- email map with outlined sequences for each of your current offerings
- a how-to guide for executing my trust-building strategy
- a step-by-step guide for implementing, assessing and adjusting your new strategy in the next 90 days!

and.....go!

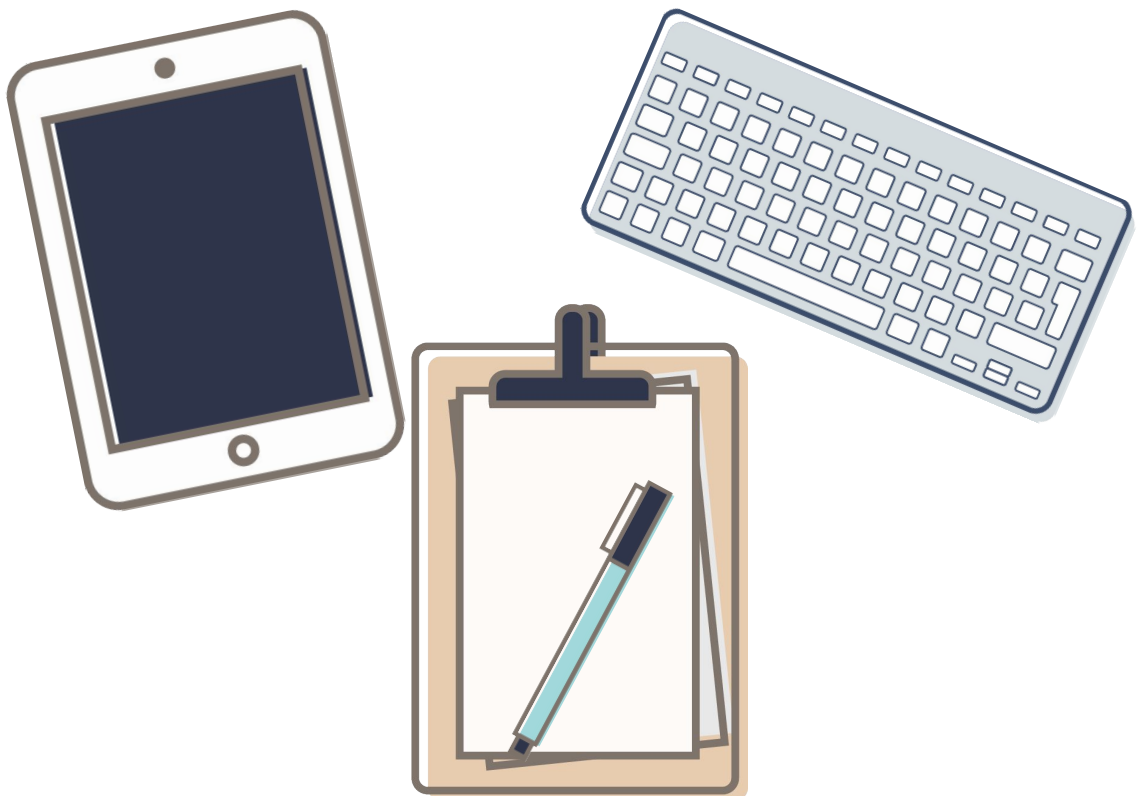
Make the Most of It

The real benefit of this Intensive is that you are learning from the thousands of small mistakes, tests, tweaks and experiments that I've done over the years. But - you know your audience & your goals best, so we're going to start by organizing YOUR thoughts.

Here's what happens next:

1. Go [here to schedule your Email Strategy Intensive](#)
2. Then, start working on this workbook so we can hit the ground running. I'm going to ask you about the questions listed here. If you've taken the time to think through the answers, we'll get more done during your Intensive calls.
3. Next, you'll receive an email with a quick questionnaire so I have some background info.

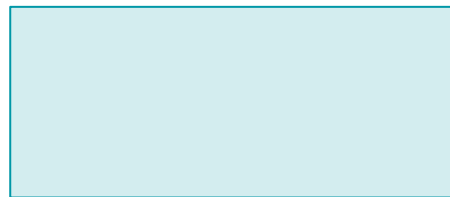
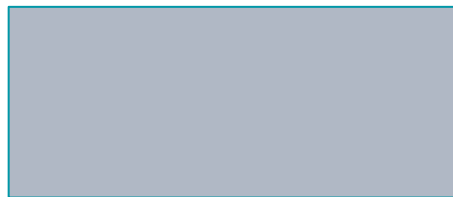
Then, it's time to get down to work. .



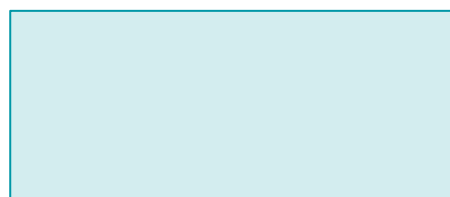
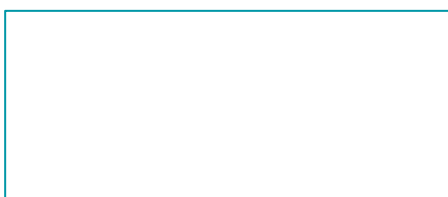
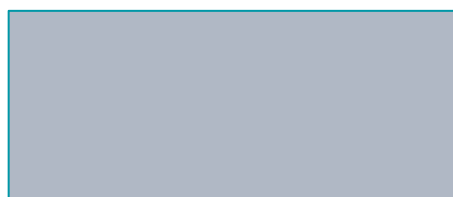
Blog Content

Understanding your audience and what they actually want and need from you lays the foundation of good content!. There are groups within your audience - beginner/advanced, by age, by need.

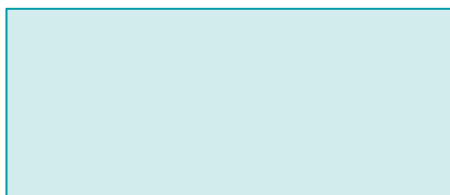
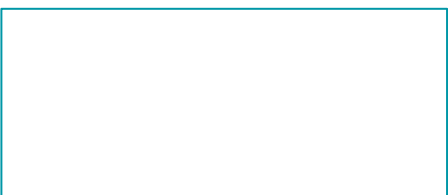
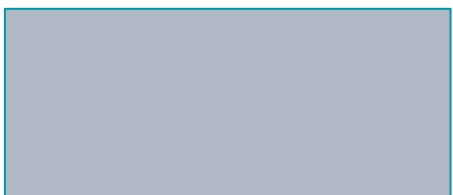
Identify the "buckets" - what are the groups?



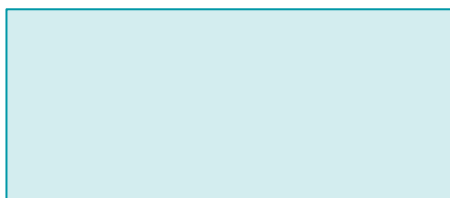
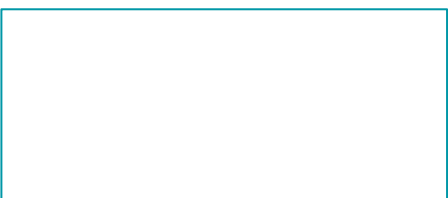
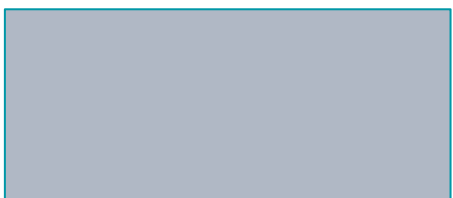
Next, let's get specific. **What want/need brought them to your website and what emotion were they feeling about that want/need?**



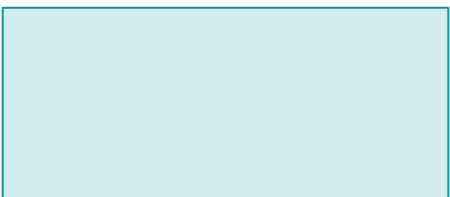
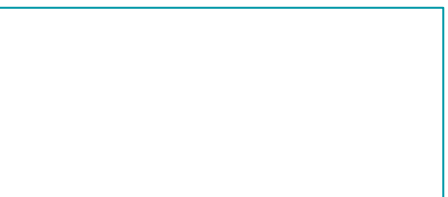
Now, we're going to DO something about it! **What topics are the BEST FIT for this segment of your list?** If you don't have a lead magnet or content upgrade specifically for each audience segment, go ahead and brainstorm. What do they need?!



We all know that the secret sauce for turning site traffic into raving fans is the follow-up. **What does each audience segment need to hear from you to make progress, to feel like you totally get them?**



What emotion do you want each audience segment to feel when they open or read your content? Maybe they are building confidence and feel empowered or curious and want to know more - let's figure it out.



Blog Content

We've mapped the experience you want your audience to have - now it's time to match that with your existing content + plan new offers! We're also going to take a minute to decide what wouldn't be a good fit, so you know what NOT to send!

You've probably already created valuable content. Your audience probably hasn't seen half of it. **So, take a look through the tools, blog posts, videos and social content you've already created and let's decide what is a good fit for each of your segments!**

Segment:

Segment:

Segment:

What isn't a good fit for each segment? This will help you decide how to use your content and take advantage of dynamic content options & customized email strategy.

Content that converts starts with your audience - what they need, how they feel, and which tools will power their progress. By understanding those three components, you create content that appeals on a personal level. When you deliver consistently relevant, on-the-money content? You don't have to sell. You're already a partner in their success.

Blog Content

Let's iron out the important dates, seasons, happenings and trends for your audience for each month. What major events are happening each month that might shape their thoughts or contribute to those catalysts?

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

You'll use this to guide your content calendar - putting out content that supports your audience where they're at.

Blog Content

YOUR STARTING POINT

Part of setting big goals is keep track of your progress. These are what makes this plan a living thing - you're going to check back in and assess what you've done. Is it getting you closer to your goals? Have your goals changed? Don't forget to celebrate when you hit milestones!

BLOG

Total Visitors:
Avg Pages/Visit:

Unique Visitors:
Bounce Rate:

SOCIAL MEDIA

Facebook Likes:
Facebook Referrals:
Facebook Reach:

Pinterest:
Twitter
Instagram:

LIST BUILDING

Total Subscribers:
Open Rate:

Click Thru Rate:

MOST VISITED POSTS

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

OBSERVATIONS

What worked or didn't work as expected: