WELCOME EMAIL SERIES CAMPAIGN PLANNER

secrets to emails that convert…

What is your best "conversion" path?

Do you want your new lead to become a donor or customer or just a subscriber? What is the first donation or purchase you want your new lead to make and reverse-engineer your content from that.

What provides genuine value for your reader?

Coupon, PDF Download, Video Tutorials? We find that a video series and coupons perform the best. Keep it to "one thing," or a series of "one-things" that add up to something of value.

Let's turn your features in your content into real benefits, shall we?

No one buys a mattress, they buy a "good night's sleep." Will you make someone look brilliant? Regain passion about their work? Will you help someone out of pain? Will you save someone time that they can spend on the golf course?

Feature	*Benefit*

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I will show **empathy** through:

Appreciation

Welcome to the family! Together, we are going to great things. You're in.

Listing pains/experiences:

Your stomach is in a knot at the prospect of giving a speech. Your heart breaks every time your daughter struggles with her homework.

Asking these questions:

What's the single most important question you've got about _____. What do you hope to get out of_____

My Email Schedule

If there isn't a deadline or natural schedule one per day is a good place to start testing what works best for your audience

Email	*Subject Line*	*Call-to-Action (small yes)*	*Timing*
Email #1			Immediately
Email #2			
Email #3			
Email #4			
Email #5			
Email #6			

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Analytics that show me how I'm doing

The four measures to look at, with benchmarks, but BENCHMARKS AGAINST YOURSELF are your best measures. Here's a benchmark report to find your industry: http://www.silverpop.com/Documents/Whitepapers/2013/WP_EmailMarketingMetricsBenchmarkStudy2013.pdf

Email (benchmarks)	*Open rate (58%)*	*Click-through rate (14%)*	*Conversion rate (varies)*	*Unsubscribe rate (.60%)*
Email #1				
Email #2				
Email #3				
Email #4				
Email #5				

My Confirmation Page Copy

Make your subscriber feel: part of a special group and appreciated. What to expect from you. A specific "next step" call- to-action or click.

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Email Copy #1

Write to one person. Tell them how much they are appreciated. How glad you are they're here. What to expect from you. Keep it short and break it up with white space. Bold or underline important phrases or words. Use the word "you." Can be as long as you want, but I try to keep to 300 words or less. Plant a seed of curiosity about your next email coming in your P.S. "Look for tomorrow's email where I share my secret sauce recipe."

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Email Copy #2

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“Bonus” Email Copy #5

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