

THE INDEPENDENT >> Up Your Email Game

Notes on the four main types/categories of emails discussed in the podcast:

RSS-to-Email

The Extra Post Method

The Expanded Post Method

The Opposite Post Method

Which method(s) seem to fit you, your brand, and your audience?

What is your brand purpose for sending out emails?
What is your audience purpose for your emails?

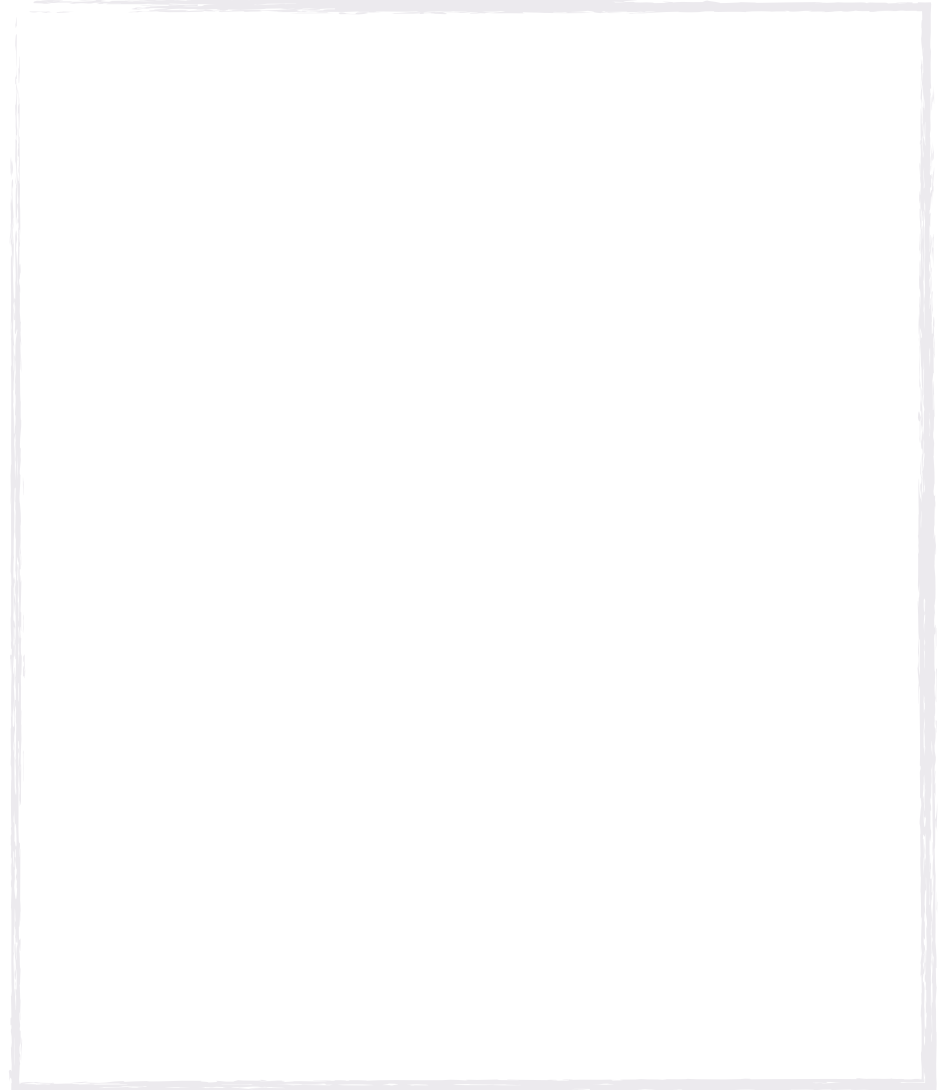
General Email List Tips

1. Treat your emails like blog posts. Make them a priority. People can tell when you're just making stuff up in order to have something to send.
2. Design custom, on-brand images and formatting for your emails.
3. Edit your emails well. People are generally forgiving of a few errors, but email errors do kinda live forever in people's inboxes.
4. Stay away from sales-y, overused, infomercial-ish wording.
5. Try to incorporate stories, anecdotes, and IRL (in real life) moments that people can relate to.

Why Your "Email Game" Matters So Much

1. It's **the** platform (other than your blog) that you have the most control over.
2. Your emails are more likely to reach a higher percentage of your overall subscribers than your social media posts are likely to reach overall followers.

Look over your past blog content and resources as well as any future content plans, and record at least 10 ideas for things you can send out via email.



Encouraging Email List Signups

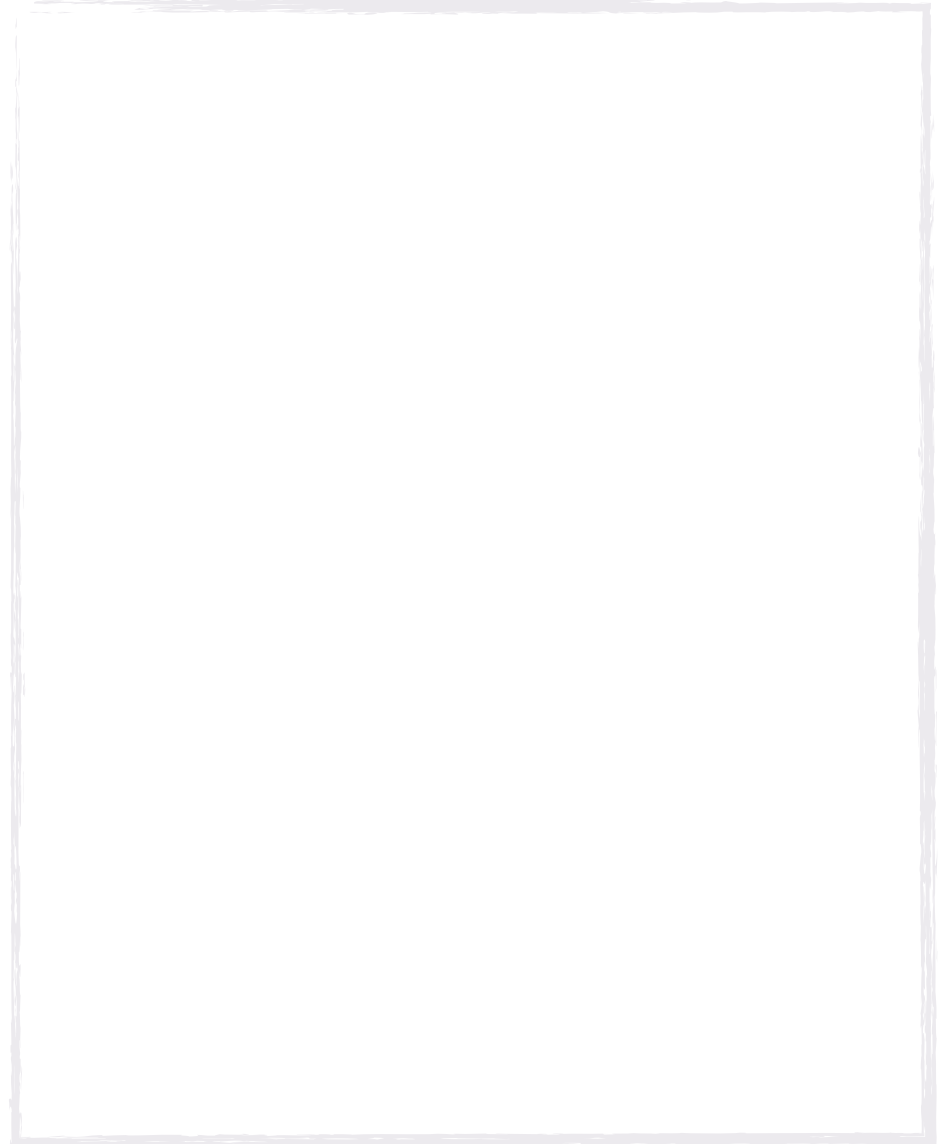
The Basics

- Make the signup form obvious (sidebar or header).
- Mention your email list and link to the form on social media.
- Mention your email list and link to the form within your blog.
- Create an opt-in gift that people receive when they sign up (an eBook, a mini-course, etc.).

Next Level

- Include a box readers can check when they're leaving a comment to opt in to your email list.
- Include an image and call to action toward the bottom of your post that links to your signup form.
- Use "the expanded post method" and announce that you'll give away the extra goodies to your email list.
- Host office hours or Q+A sessions that are only for your email friends.
- Ask your subscribers to forward your emails to friends who might find your content helpful.
- Mock up your free gift (workbook, email course, etc.) as a graphic you can use in your sidebar and other places.
- Offer tips and discounts that non-subscribers don't have access to.

Any other ideas to encourage people to subscribe to your email list?



THE INDEPENDENT >> Creating a Free Opt-in Gift

The most common opt-in gift “disappointments” that people express are freebies that are:

- too short--there’s simply not enough content to wow
- too fluff
- too unattractive
- too unorganized
- too riddled with errors

Opt-in Gift Ideas

- Guides (like a Getting Started in _____ Guide)
- Ultimate Tools List (with a few tutorials)
- eBook
- Worksheets or a workbook
- Free consultation
- Email course
- Private communities
- Mini-course
- Video training series
- Checklists and action plans

Record some additional ideas below:

THE INDEPENDENT >> Coming Soon Pages

Why create a coming soon page?

- to build excitement
- to have a purposeful presence online that gets people used to your brand
- to have a simple, stylized way of collecting email addresses
- to have something to link from your social media accounts as you build your site or product

Where can you create a coming soon page?

- [Squarespace Cover Pages](#)
- [Coming Soon Pro](#) by SeedProd (for WordPress)
- [About.me](#)
- [SplashThat.com](#)
- Other coming soon plugins your content management system might offer

Coming Soon Page or Landing Page Content List

- Purpose statement (so people will know what your brand is about and what to expect content-wise once it has launched)
- Compelling visual(s)
- Logo
- Tagline
- Preview of the free gift your audience will get for signing up
- A way to collect email addresses
- Links to social media
- An idea of your launch timeframe

Notes:

THE INDEPENDENT >> Episode 3 Notes

Things to remember or research:

