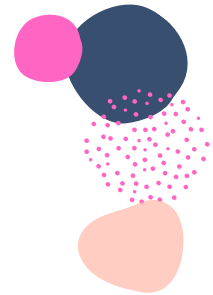


Evolve

EASY EMAIL MARKETING

MODULE 6 WORKBOOK





Welcome!

Module 6 focuses on tasks that help you streamline your list and increase the open rate of your email.

At the end of this module you'll have an effective way to purge your list of unwanted subscribers, keeping it clean and healthy.

Let's dive in!

Jen x

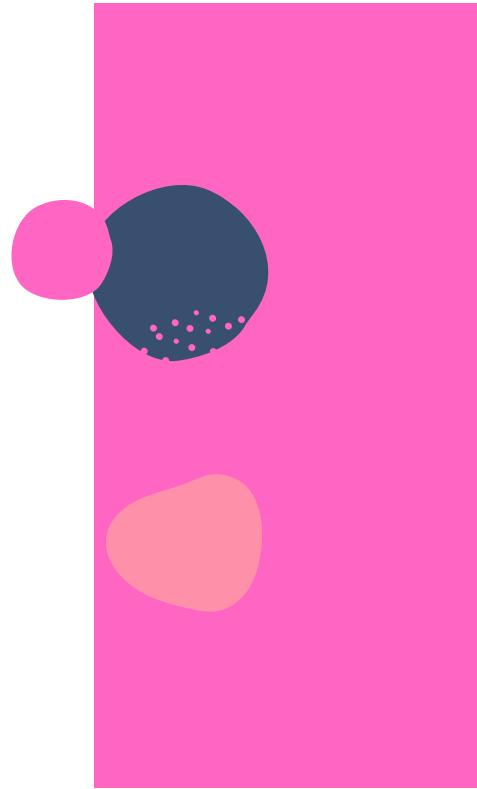


JEN STANBROOK
PINTEREST MARKETING STRATEGIST
JENSTANBROOK.COM
hello@jenstanbrook.com

MODULE 6: GROW

This handout accompanies and supports the video content for Module 6

Read and use it in conjunction with watching, or listening to the lessons.



GOALS



1 | Subjects

Create a bank of subject lines that engage and convert



2 | Clean Up

Understand how to implement a list clean up



3 | The Wrap

Use your knowledge to grow your business

MODULE OVERVIEW

The Module is made up of 3 different lessons. Work through them in order for maximum benefit.



LESSON 1: Subject Lines



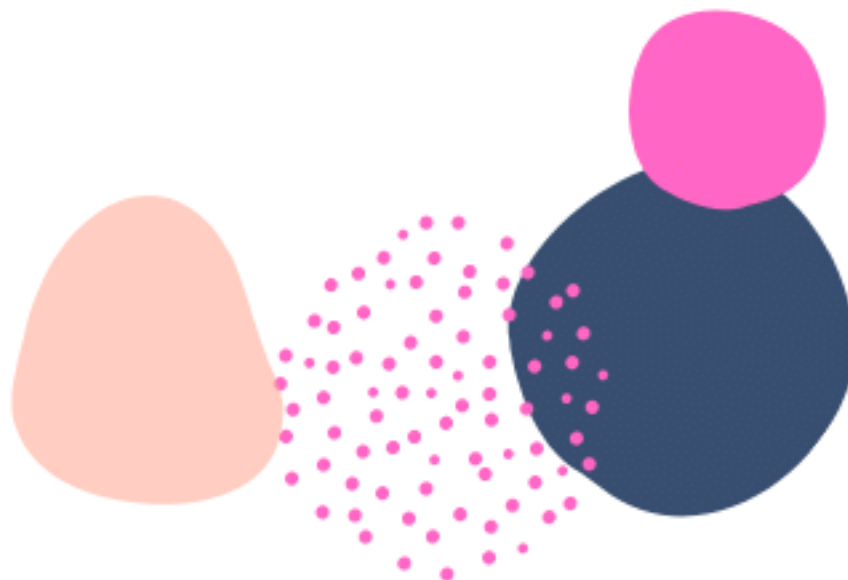
LESSON 2: The Clean Up



LESSON 3: The Wrap

There are also 2 downloads included in this module:

- OVER 100 SUBJECT LINE IDEAS
- CLEAN UP EMAIL SEQUENCE SCRIPTS



LESSON 1: SUBJECT LINES

Using the right kind of subject lines enable great open rates of your emails.



DIRECT: Keep your email subject lines short and sweet as well as direct. They're more likely to catch the reader's attention.



PERSONALISE: Adding in emojis and the reader's name can add a level of fun and personalisation to your emails.



CTA: Remember we are always creating a journey we want the reader to follow. This starts with your subject line.

There are a few tricks you can use to increase the open rates of your emails from the subject lines



1 | Split Test

Use 2 different subject lines on the same email. Your software will test which of them work best on a percentage of recipients, then send the best one to the remainder of your subscribers.



2 | Monitor

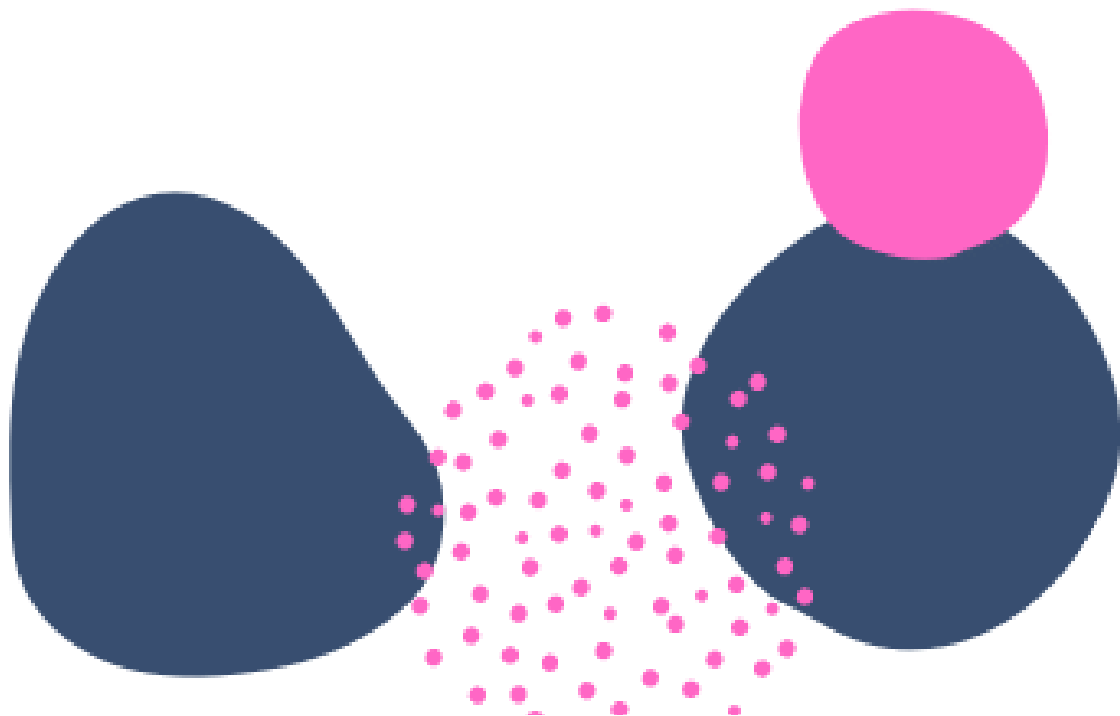
Keep a record of your stats alongside the subjects lines to see which are resonating best. Repurpose those that do well.



ACTION TASK

Download your set of example Subject Lines with over 2 years worth of suggestions.

[DOWNLOAD HERE](#)



LESSON 2: CLEAN UP

This lesson focuses on how to use a clean up email sequence to purge your list of subscribers that don't open your emails.



1 | The Benefits

- Increased open rate and engagement
- Better insight into what works and what doesn't
- More delivery success overall
- Less mail software fees



2 | When?

- At least once a year
- 1-4 times per year is good, i.e. every quarter or 90 days
- Run it on automation in the background



3 | How

- Create your emails from the scripts
- Identify your cold subscribers
- Tag or segment them as per your software
- Run the sequence on automation
- Delete cold subscribers after a week



ACTION TASK

Download your set of Clean Up Email Scripts, upload into your software and personalise.

[DOWNLOAD HERE](#)



LESSON 3: WRAP UP

in the final EVOLVE lesson we look at the most important factors from the program.



1 | BUILD

Creation and use of list builders is an ongoing job; continue to review and promote your offers



2 | NURTURE

Building your welcome sequence. Always review the engagement on your welcome emails for upgrading purposes



3 | CONNECT

Planning your regular content. Build in your subject lines and remember to split test.



LESSON 3: WRAP UP

in the final EVOLVE lesson we look at the most important factors from the program.



4 | SELL

Connecting pins, blogs and emails. If you haven't used your List Builder Pin Templates yet, go and schedule those pins.



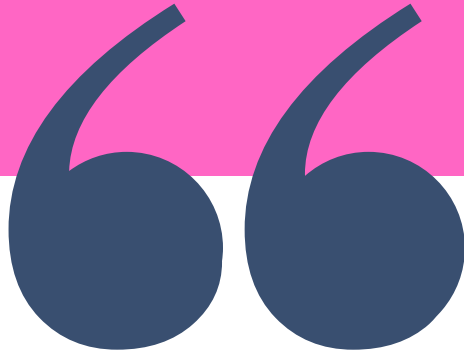
5 | STORIES

Creating stories in your copy. Keep dipping into the Module 5 treat to always improve your copy.



6 | GROW

Housekeeping and growing your list. Don't be afraid to cull your list from time to time, it's the best way to keep it healthy.



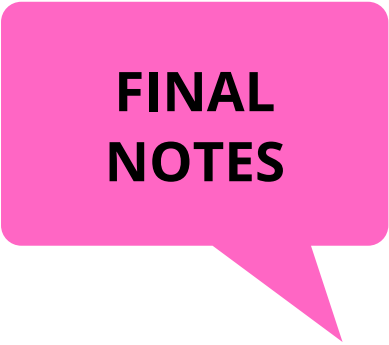
MAKE THE CUSTOMER THE HERO OF YOUR STORY

ANN HANDLEY



ACTION TASKS

- Periodically go back and review key lessons. You have lifetime access.
- Always monitor and record your email engagement stats
- Keep your copy and email marketing plan creative to consistently engage your reader



FINAL NOTES

BRAINSTORM

Use this sheet to note down any lessons or aspects of the program you want to go back and review.

