

# Email Topic Worksheet

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This worksheet is designed to help you draft a list of ideas for email topics.

What information does my target audience need?

_____	_____
_____	_____
_____	_____
_____	_____

What information does my target audience want?

_____	_____
_____	_____
_____	_____
_____	_____

What information do I need to convey?

_____	_____
_____	_____
_____	_____
_____	_____

Things happening in my daily life that relate to my niche.

_____
_____
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Blog posts, videos, and other content I've created that have received great response.

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_____
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_____
_____

Curated content that relates to my niche is.

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How can I use this curated content for emails (create a roundup, a case study, an ultimate guide, a best of email or an experts list)

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What scenarios fit my audience? What could I write about that addresses these?

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Reasons I have to send an email (special occasion, a sale, etc.)

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## Resources:

1. **Blog:** Always have your own internet property. It help Brand you, Gives you a spot for your sales pages, lead capture page, special offers, etc. I recommend the "[Profit Center](#)". It comes completely set up and is point/click easy to expand as you build. You won't need anything else for funnel building either!
2. **Email Automation:** "[Aweber](#)" is our automation choice. I've been with them since the late 1990s. They are continually improving and building your capabilities in email automation. Excellent support even for newbies.
3. **Secret EMail System:** Matt Bacak's premier system, the "[Secret Email System](#)" is definitely one you should get, study and use for life to build your online business. I guarantee it will be the best \$6 you spend today... and for life.
4. **Follow-up – or Die:** My killer article is just as applicable today as the day I wrote it back in 1997. "[Follow-up or Die](#)" holds one of the most closely held secrets in marketing that even newbies can implement from day one to succeed where few have. This is a **MUST READ** for all marketers, both online and offline.
5. **\$100 Per Day System:** Really works. Get off to a great start with your online marketing career with this 20+ email funnel you can import with one click. Perfect for newbies (and failing long timers.)
6. **Freebies:** The more freebies you can give away to folks, the bigger your email list will be. [The 5DollarFriday site](#) gives away 24 or more marketing tools, software and training each week for you to use for yourself or as giveaways and bonuses in your promotions.
7. **Next Lesson:** The next lesson of this "**EMail Marketing Mastery**" series will be out soon.

Until next email;



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