

The 4 Pillars of Email Marketing Worksheet

Email marketing is more than sending out an occasional email to a new subscriber. There are four different pillars or levels of email marketing. Use this worksheet to determine what email you need to be sending.

Lead Generation

Are they a new subscriber? What information do they need to know? Is the Lead generation the right email?

How many emails do you need to include in your welcome series?

Is the subject the right one for the welcome email? How can I engage them quickly with the welcome email?

Lead Nurturing

Have they been on your list for a while? Are they actively reading your emails?

Do I have a subscriber persona? How can I segment them into specific lists?

Do they need educating, personalized or how to content? What other type of content do they need?

Are they naturally moving through my email system?

Is the content relevant and giving them value?

Lead Re-engagement

Have they been a subscriber for a while and no longer read my emails?

Why did they stop responding? _____

Should they be segmented for specific re-engagement emails? How?

What type of email do I need to send?

Customer

Have they recently purchased one of my products?

What type of email can I send them?

What incentives can I offer them to get them to buy again?

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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