

CREATE YOUR

# EMAIL PROFIT PLAN

5 Steps to Map out your  
money-making  
Email Marketing strategy.



# YOU ARE IN THE RIGHT PLACE IF...

- you are tired of the cycle of feast and famine in your business.
- You have a mailing list but don't know what to say to them or how to sell to them.
- you are a digital agency owner or social media manager and want a new skill to offer your clients.
- You would like to stand out from the crowd, win hearts and drive sales.
- you are not meeting your income goals.
- Tired and frustrated of your social media efforts.
- Your course is not selling. Your products are not selling.



# WELCOME

**My name is Eme Basse**

I help creative entrepreneurs create new streams of income by using story-driven marketing so that they get seen, get heard and get paid online.

@thestoryadvantage



# WHAT WE WILL COVER TODAY

- ◆ The Importance & Benefits of Email Marketing
- ◆ Laying your foundations for a strong email relationship
- ◆ The 5 Steps in your Marketing Plan
- ◆ The 2 Best kinds of Lead Magnet
- ◆ List building Traffic Tips
- ◆ Next steps.

*Why*

*Email?*

*The Importance and Benefit of Email  
marketing in 2021*

“Without a doubt, our email list is the best investment we’ve ever made. ”



— Douglas Karr

“If you aren’t building your list, you are missing out on the future of your business. ”



— Vicki Fitch

# EMAIL still Works for MARKETING



**4300%**

marketing ROI  
through EMAIL



**91%**

of consumers check  
their EMAIL daily



**77%**

of consumers prefer EMAIL  
for marketing communication



**4.3 Billion**

EMAIL accounts  
send

**196 Billion**

EMAILS everyday

## What the experts say:

"I have literally built a multi-million dollar business on the strength of my email list. Ninety percent of my income comes from it. Even today, my email list is still my number one business priority – and asset. — Michael Hyatt, michaelhyatt.com"



— Michael Hyatt

""When I started this blog, I made the newbie mistake of not including a way to accumulate email addresses. No newsletter, no opt-in form – nothing." "



— Pat Flynn



# The power of email

- 1** Reach many people at the same time with your messages and offers.
- 2** Easy to integrate your email marketing all you other online marketing (videos, shopping carts, webinars, etc)
- 3** Close more sales, follow up more effectively,
- 4** To stay top-of-mind with your customers (because - more choices)To create loyalty
- 5** one of the most cost-effective digital marketing strategies with one of the highest ROIs
- 6** Increasing engagement and deepening connection and brand awareness

“If you are not seeing the email channel as a money making machine, you have the wrong strategy...”



— Hans Smellinckx

“Email has an ability many channels don’t: creating valuable, personal touches — at scale.”



— David Newman

# Email Vs. Social Media

<https://optinmonster.com/email-marketing-vs-social-media-performance-2016-2019-statistics/>

# Email

# Profit

# Plan

your 5-Step Money-Making  
email marketing plan

## 0

### Lay the Foundation

Who are you?  
Who do you serve?  
What do you sell?  
What do you love?  
What do you hate?

## 1

### Open the Door

- Your Landing page
- Your Lead Magnet
- Your Email Service Provider
- Your Traffic (Organic or Paid)

## 2

### Break the Ice

- Your welcome email(s)
- Authority/Credibility
- Vulnerability
- Polarity

## 3

### Build the Bridge

- REGULAR (daily or weekly)
- Story-driven emails
- Build relationships
- Give Value
- Connect
- Make Offers

## 4

### Bread and Butter

- Weekly soft (p.s.) offers
- Monthly quick promotions
- seasonal promotions
- Create a promo calendar.

## 5

### Big Money Moves

- Launch Emails
- Major marketing Campaigns
- Pre-launch emails
- Email Sequences
- Nurturing

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Lay the

~~Who are you?~~  
**Foundation?**

Who do you serve?

What do you sell?

What do you love?

What do you hate?

Fill out the  
workbook



## EMAIL PROFIT PLAN

|  
*Your Foundation*

Fill this out before you begin implementing the  
5 steps of your Email Profit Plan

[WWW.YELLOWPEPPERCLUB.COM](http://WWW.YELLOWPEPPERCLUB.COM)

Five

Questions...

1. Who are you?



**2. Who do you serve?**

3. *What do you sell?*

4. What do love?

5. What do hate?



# EMAIL PROFIT PLAN

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## *Your Foundation*

Fill this out before you begin implementing the  
5 steps of your Email Profit Plan

[WWW.YELLOWPEPPERCLUB.COM](http://WWW.YELLOWPEPPERCLUB.COM)

1

# Open the Door

- Your Lead Magnet
- Your Email Service Provider
- Your Traffic  
(Organic or Paid)

# CREATE YOUR

## LEAD MAGNET

1

GIVES THEM A QUICK WIN  
OR A HANDY RESOURCE.

2

ATTRACTIVE  
&  
VALUABLE

3

RELEVANT TO YOUR  
SERVICE, PRODUCT &  
OFFERS

# EXAMPLES

K.I.S.S. LEAD MAGNET

- CHECKLIST
- CHEAT SHEET
- VALUE VIDEO
- QUIZ
- TUTORIAL
- DISCOUNT VOUCHER
- RECIPE

# CHOOSE YOUR

## EMAIL SERVICE PROVIDER





send TRAFFIC

to your lead

magnet

*(This is where your social media posting would shine)*

2

## Break the Ice

- Your welcome email(s)
- Authority/Credibility
- Vulnerability
- Polarity

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## Build the Bridge

- REGULAR (daily or weekly)
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- Give Value
- Connect
- Make Offers

4

## Bread and Butter

- Weekly soft offers (p.s.)
- Monthly quick promotions
- Seasonal promotions
- Create a promotions calendar.

5

## Big Money Moves

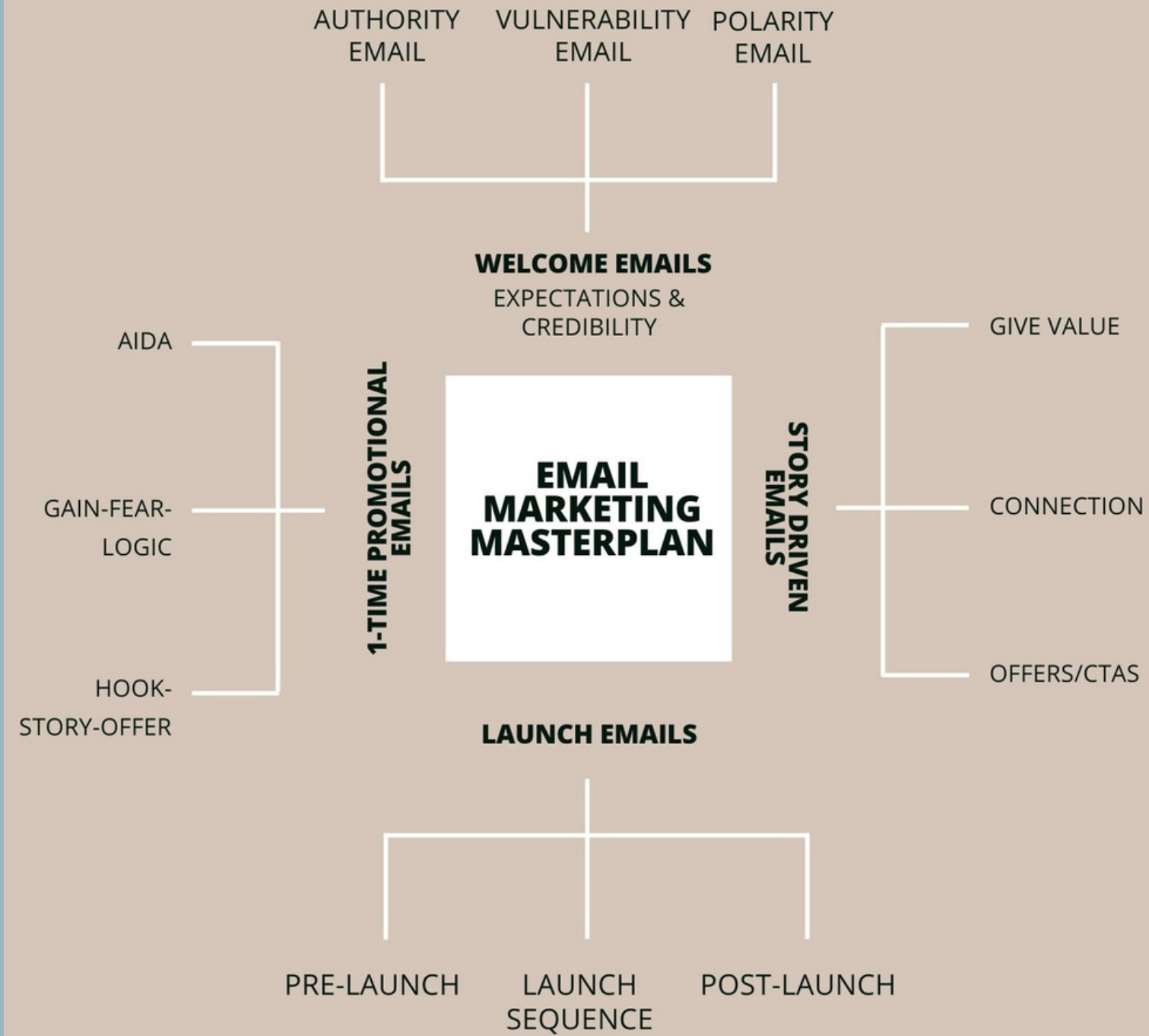
- Launch Emails
- Major marketing Campaigns
- Pre-launch emails
- Email Sequences
- Nurturing

# EMAIL MARKETING MASTERPLAN

## CREATE A LEAD MAGNET

- CHECKLIST OR CHEAT SHEET
- VALUE VIDEO
- QUIZ
- TUTORIAL
- DISCOUNT VOUCHER

Keep it simple. Give them a quick win.  
Make it related to your offer or service



# Next Steps

Ready to implement?