3 EASY STEPS

to create your

First Email Funnel

What is an Email Funnel?

(Or Sales Funnel, same thing.)

You probably already know, if you've requested this document, but let's just make sure we're on the same page.

An **Email Funnel** is a strategically designed series of email campaigns that nurtures leads and existing customers toward conversions. By tailoring your email messaging to each stage of the customer journey, you can meet your customers where they are, making your emails more likely to resonate.

Got it? Let's Go!
3 Easy Steps to Create Your First Email Funnel

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Download our PDF!

Name

Email

GET IT!

① Set-up your opt-in.

Create your Lead Magnet.
If you're trying to obtain an email from a potential customer, you had better give them something of value in exchange for that email. Your Lead Magnet (the valuable information you are offering in exchange for an email; usually a PDF) can be anything from a How-To guide to a Top 10 list, as long as it provides value. Create your attractive, value-driven content and save it as a PDF.

Add your email capture to your website.
Showcase your offering - your PDF download - on your website and provide the mechanism to capture the email. This mini-form is synced with your email service provider (ESP). When the email is saved to your ESP, the thank you email with the link to your download is automatically sent to your new subscriber.

② Write your content.

Ideally, your email series is at least 3 emails. There's no rule that says it can't be more. After your email series is deployed, subscribers then receive your regularly recurring emails, such as a montly newsletter or weekly promotional emails.

Email #1
Share some fascinating tip related to your opt-in. If your PDF download is a Top 10 list, give them numbers 11 and 12. Whatever it is, make it valuable and useful. Doesn't have to be a long email.

Email #2
Share a humorous moment from your own history or a relatable struggle. Make it personal. Show your subscriber that you feel their pain, have been there, done that. Your experiences demonstrate that you've been in their shoes and convince that lead that you have the solution to their problem.

Email #3
If you have a case study showing your success at problem solving, this is the time to share it. Alternately, testimonials of satisfied customers will also achieve your goal of proving your worth.

③ Automate your emails.

Upload your email content.
Create your attractive emails within your ESP. Aim for a 50/50 balance of text to images. Paste in your pre-written captivating text.

Sync it all up.
Schedule your emails to deploy automatically every one to two days. The objective is to convey to your new email subscriber how awesome you are and how you can solve their problem. Your goal is to get that new email subsriber into the first step of your sales process, whether that first step is to schedule an appointment or call now.

Set it and forget it!
Once your emails are uploaded and scheduled, your work is done. Sit back and enjoy the fruits of your labor. Check the analytics on your emails - open rates and click-through rates - and adjust your content and scheduling as needed to optimize performance.

Your First Email Funnel
Easy as 1 2 3
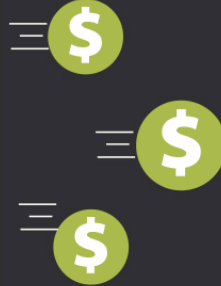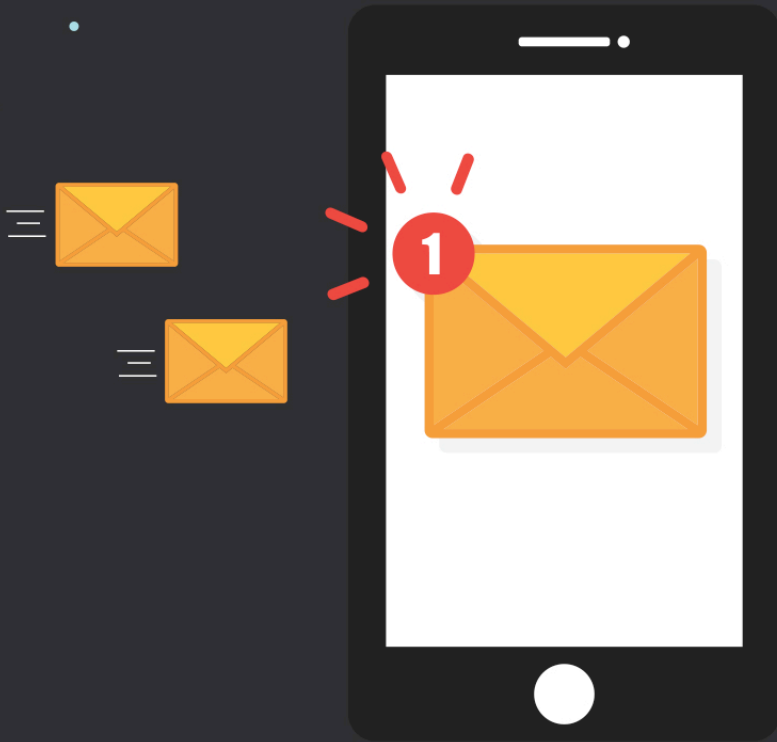
Ready to get started? Follow the steps as outlined and you should have your email funnel ready to go in a matter of hours. The company you use to deploy your marketing emails, your Email Service Provider, can provide specific technical support for their platform. Put the power of email to work for you and grow your business.

Still have questions?
Prefer Done-for-You to DIY?

Scan the QR code to visit my Calendly to schedule a free 20-minute consultation.

Or visit
https://calendly.com/akadesign/intro

akadesign.co