

Invisible Selling: Email Edition

Discounted for the first 50 people.
Use the Promo Code “BETA” when you sign up.

Price

Monthly: £99 (you get it for £49)

Yearly: £990 (two months free and you get it for £495)

What is it about?

More clarity, more sales, more profit.

This is your hands-on, how-to road map to build your email marketing system.

The biggest thing I get from my clients when I start working with them is...relief.

That's understandable; email marketing is a big subject, and it looks like a lot of upfront work with a lot of questions.

“What's a DMARC record?”

“Do I need a landing page?”

“What do I put in my welcome email?”

“How often can I email my list without upsetting people?”

“What's a good open rate?”

“How do I avoid the junk folder?”

“How do I make sales from my email list?”

I can see my clients visibly wilting with bewilderment at this point, and I can't wait to unburden them.

I'm going to do the same for you, too. More clarity, more sales, more profit.

Email marketing is not a sprint.

It's training for a marathon; by doing it little and often, you will go further than you ever dreamed possible.

It's time for you to:

- Stop the feast-and-famine lifecycle in your business
- Stop relying on social media to find your next client
- Create more referrals, more testimonials and more repeat sales than ever before
- Build recurring income streams without sacrificing more of your time
- Create (and sell!) new courses or events just by emailing your audience.

This course aims to give you that power in as little as 40 minutes a week.

The Plan

If I gave you everything I've learned in two decades of email marketing, you would be;

- a) Overwhelmed
- b) Annoyed.

Instead, you will receive a short, practical weekly video with templates, links, and prompts so you can consistently nourish your email list.

What's included

- Weekly coaching, designed build out your email system, step-by-step
- A quarterly email marketing calendar
- 'How-to' copywriting templates and tips
- Gamified list growth (with monthly prizes!)
- A Slack support thread for tech questions
- Gentle arse-kicking on your goals
- A supportive community

The Curriculum

We don't have time for fancy-pants fluff. I want to reward you for taking action on your email lists, with regular list growth, regular sales and a lot more fun. Email isn't just a way to connect; it's also your business lab!

I admit students on a quarterly basis. By using 12-week sprints, which is long enough to see the results of your work but short enough to keep your attention.

Sprint 1:

Month 1: Foundations

1: List Growth

Pick one of four avenues to promote and grow your list.

This assumes you have completed the No Excuse List-Building workshop.

2: Set & Forget Growth Methods

Make sure you are using every avenue to fill your email list.

3: Talking About Newsletters

What goes in them, when do we use them, and how do we restart a neglected list?

4: Your Quarterly Marketing Calendar

Take the stress out of your deadlines. Decide what you are going to send and when.

Month 2: Second Chances

1: List Growth

We review and improve on last month's effort.

2: The welcome upsell

You've got (at least) one welcome email in place. Now we're going to improve it.

3: When to resend

Give your audience a second chance to read about you.

4: Reporting

Know your metrics - and how to use them for future campaigns.

Month 3: The 3 R's

1: List Growth

We're going to add a complementary growth method to your mix. Mwahaha!

2: Audience Re-engagement

How to get people reading again.

3: Referrals

Make it easy (and appealing) for people to refer you.

4: List Renewal & Campaign Calendar

We do a list health-check and plan your calendar for Q2's sales goals.

Section 2: Sales

Month 1: Test & Retarget

1: List Growth

Yes, we are going to keep growing your list.

2. A/B Testing

What it is, why you should do it and how!

3. Cart Abandonment

We cover what to do when people go quiet on your quotes or get cold feet at the course check-out

4. Audience Retargeting

A fancy way of saying “are you still interested?”

Month 2: Promotions

1: List Growth

This month is extra special, with an online profile push

2: Flash promos

How to do them and have fun without devaluing your brand.

3: Events

Using email effectively for your events.

4: Campaign comparison and review

Assess what and where your marketing is working.

Month 3: Level Up

1: List Growth

We combine two methods to create extra revenue and list growth.

2. Price bumps

How to (ethically) use price bumps to sell in your business.

3. List Clean

Every 6 months, it's time to tidy up your list.

4. Review and build your quarterly calendar

Make the most of everything you have learned so far, to

Section 3: Getting Personal

Month 1:

Week 1: List Growth

Step outside your comfort zone with a competition

Week 2: Personalisation

How and where to apply it. Including birthdays.

Week 3: Segments

Are you ready to rocket your open and click rates? This is how.

Week 4: Dynamic Content

Go one step further with exactly the right offer at the right time for your audience.
Great for events, coaching circles and productized services.

Month 2:

Week 1: List Growth

Review your set-and-forget methods. Play with your arsenal of client-grabbing growth options.

Week 2: Testimonials

How to ask and win more business at the same time.

Week 3: Surveys

Build a survey for your business that works and discover what your audience really thinks.

Week 4: Emails for guest events

How to weave your emails into events where you are a guest speaker

Month 3:

Week 1: List Growth

A/B test your growth methods.

Week 2: Never say goodbye

After a client has completed your programme - what next?

Week 3: Referrals reminder

We're going to use segments and flash promos to increase your referral rate.

Week 4: Campaign Review & Quarterly Calendar

Yes, it's time for you to plan audacious goals and campaigns for the next quarter.

Section 4: Branching Out

Month 1:

Week 1: List Growth

Introducing ads

Week 2: Partnerships & Recommendations

How and when to collaborate on email newsletters.

Week 3: Multichannel Marketing

SMS, QR codes and everything in between

Week 4: Always-On Events

You don't have to be there to deliver a fantastic experience.

Month 2:

Week 1: List Growth

Affiliate Networks

Week 2: Pipeline integration

Make sure your back-end systems are working for you.

Week 3: Calculating Your CLV

And why it's important for your marketing budgets in the future.

Week 4: Your List Health-Check

It's been a while.

Month 3:

Week 1: List Growth

Flip your favourite method

Week 2: Cash injection

3 ways to bring more money into your business via your list.

Week 3: Year-end reports

How to use AI and Looker Studio to analyse your stats

Week 4: Your Quarterly Calendar

Assess, review and plan for your next amazing quarter!