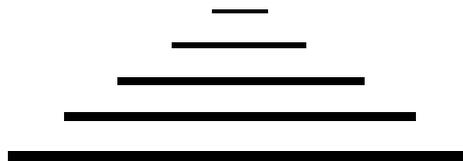




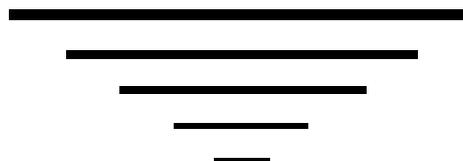
Andy W

The 30 x 30 Free Business Challenge

30 Minutes a Day for 30 Days Using FREE Resources



LESSON #21 – Welcome Email



Here we are again, time for a bit of success creation 😊

In this lesson I want to look at the importance of your lead magnet download email.

This is going to be your subscriber's first major exposure to you and as you know first impressions count.

So this first email (your welcome email) should be thought about carefully.

Many new marketers miss this opportunity to start building a relationship and rapport with their new subscriber.

If they even bother to send an email, it is often little more than just a link to the free gift.

As much as this is an important element of the mail, there is so much more potential.

You want to use this email to introduce yourself, to make an impression so that they are much more likely to open and read subsequent emails from you.

Remember the majority of your income when building a list doesn't come immediately. Most will come from the communication you have with your subscribers in the following days, weeks, months (or even years! – *I still have people on people on my lists that signed up years ago* 😊)

Therefore the better your attempts at building a relationship right from the get go, the greater your chances of subscribers not only staying around, but also opening your mails and purchasing the offers and services you promote.

OK, that said, let's start creating your relationship building 'Welcome Email'

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Today's 30x30 Challenge Tasks:

Stage 1: Composing the Welcome Email

Your first task is going to be to compose your Welcome Email.

To help you do this, I have included the email I will be using for this challenge (copied below).

I have broken it down and will go through and explain each element and what it is for.

You are more than welcome to use it 'as is' for yourself and just replace the xxxxxx's with your own details.

However I do recommend you at least attempt to write your own version that reflects your personality.

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Welcome Email Section one:

Hi

Here is the link to the training you signed up for.

LEAD MAGNET LINK

I suggest that you bookmark the page so that you can rewatch the training as many times as you want.

The information contained will really help with your efforts to xxxxxxxx...

HOWEVER, like anything, the training will only be any good if you action what you learn.

But I'm sure you knew this anyway:)

You will see that I have included the link to their free gift right at the top of the email. As this is the reason they signed up, you don't want to hamper your attempts at creating a rapport by having them jump through any more hoops to get it.

I also suggest they 'bookmark' the page. This is because you want them to return to the page as many times as possible because of all the other links you have included.

You then want to reiterate what the training is going to do for them (this could be as simple as just restating the headline on your squeeze page). Again this is to maximise the potential of the subscriber visiting the lead magnet page.

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Welcome Email Section two:

I know you must be keen to get off to watch the training, but before you go I just wanted to briefly introduce myself.

The name is Andy and I live in the UK, with my wife and two grown-up children.

My hobbies outside of the online world are running and managing a boys football team, both which I love doing.

As for why I might be able to help you, xxxxxxxxxxxxxxxx.

In this section of the email you are starting the rapport building process by showing you are a real person rather than a faceless marketer who is just after their cash.

Give a thumb nail sketch of yourself. Don't make it up, just be yourself. When people can see you are 'normal' like them, you will start building that relationship.

Finally give them a reason why they should want to listen to you, this doesn't mean that you have to claim anything spectacular. It could be just that you are nothing special and you want to help people avoid the challenges you faced.

You can take the most humble and normal attribute and view it from an angle that explains why you are in a position to help them.

If you REALLY can't think of anything of any think you can leave this out.

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Welcome Email Section three:

Now you know a little about me, I just wanted to let you know that I will be sending what I hope are interesting/informative emails over the next few days...*not to mention sending you the odd free gift or three :)*

This section is very important for several reasons:

- a) It makes them aware that you will be sending them more emails. This puts the thought in their mind so that they won't be surprised when they see more emails and therefore less likely they unsubscribe.
- b) It helps with the rapport as you are being upfront and not trying to hide the fact.
- c) The comment about the free gifts especially will not only make them aware you will be sending emails, it also ensures that some will actively search out your emails for the promised freebies.

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Welcome Email Section four:

I know you will benefit from them; however, I don't want to be where I am not wanted.

So there will ALWAYS be an unsubscribe link in each of my mails. If you click it, you will never hear from me again...I promise.

In the same way you won't them to know they will be receiving emails from you, you also want them to know that they have the power to stop the emails at any time.

As much as this is a GDPR requirement anyway, it makes a lot of sense telling the subscriber that they are in charge.

When they know they can stop the emails at any time, they are more likely to continue receiving them.

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Welcome Email Section five:

I'll leave you alone now so that you can complete your training.

All the best

Andy

p.s. Look out for tomorrow's email, I have a gift for you that I think might find useful :)

p.p.s. Just one more thing; if you have any questions or requests, please just hit reply and ask away.

I read all my own emails (I don't outsource my support) and will always respond...even if it takes me a day or two).

The end of the email is very important as it has been shown that the beginning and end of anything gets the attention.

So here you can see I have signed off in a very friendly and not too formal way (again subtly reinforcing the rapport building).

The first 'p.s.' provides a pressing reason for them to look out for and open your next email, multiplying the likelihood of them doing just that.

The final thing, the p.p.s. is to get them comfortable with the idea of contacting you.

Again this reinforces the 'real person' brand you are building along with the idea that you ARE willing to help them.

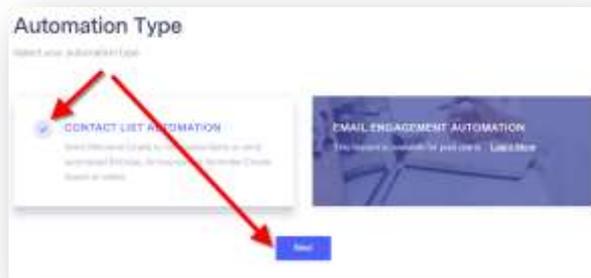
The more you encourage contact between your subscribers and you, the better. The more contact you have with a person, the stronger your rapport with that person becomes.

You now have the sections of your Welcome email. Go through them step by step (using my template or starting from scratch) and create your own Welcome Email.

Stage 2: Scheduling Your Welcome Email

1. Login to your Autoresponder.
2. On the left hand menu, click on the **Automations** option.
3. Click on the **Automation Lite** from the submenu.
4. Click on the **Create New Automation** button.

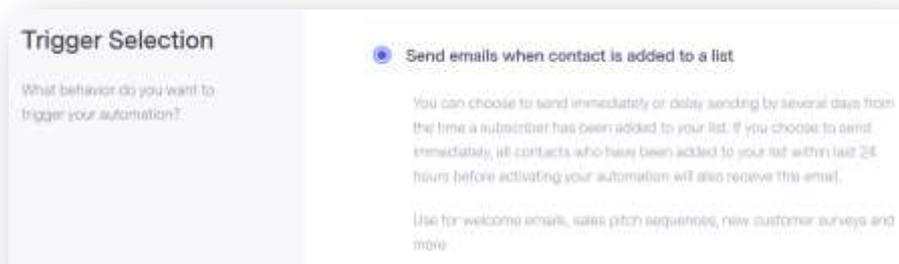
5. Click on the **Contact List Automation** option and then the **Next** button



6. Give the collection of emails a name in the **Automation Name** field. It is sensible to reference the list name that contain the people who you sending the emails to.

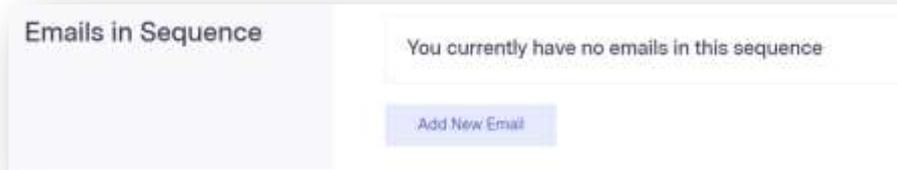
If you wish you can also give the collection of emails a longer description in the **Automation Description** box.

7. In the **Contact List Selection** section, select the list that the emails are to be sent to.
8. In the Trigger Selection section, select the **Send emails when contact is added to a list** option

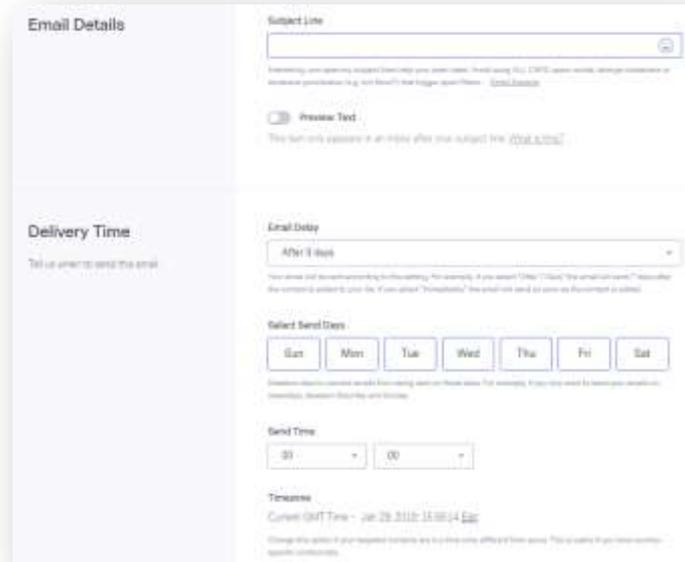


9. Scroll down to the **Sequence Email Details** section, and make sure your default details are correct and amend them if they are not.
10. Click on the **Save & Next** button.

11. On the next screen, click on the **Add New Email** option



12. In the **Subject line** field include a title that tells your subscriber exactly what the email is. Something like: "Here is your requested free xxxx training"



Click the dropdown arrow

in the **Email Delay** field and select **Immediately** (at this point all the remaining fields will disappear)

13. Click the **Save & Next** button.

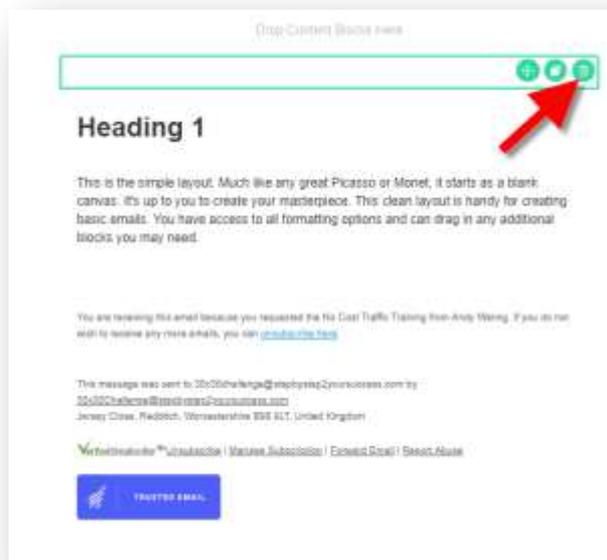
14. You now have a choice on how you would like to create your email, I am using the default first option, but if you prefer HTML or basic texts then you can select the other options. Click **Next** when you have selected the editing method you want to use.

15. Select the **Simple Layout** option



16. The Simple Layout is made up of a number of text blocks. If you rest your cursor over the block it gets highlighted in green and a menu is displayed with the options Move, Duplicate or Delete.

We only want to keep the first major text block, so you delete all the blocks before the text one by clicking on the 'bin' delete icon



17. Replace the contents of your text field with the Email text you composed earlier, and use the toolbar at the top to

make your email look how you want it to look including inserting the link to your Lead Magnet page. (I personally use Arial 18pt for the text in my emails)

18. The final few blocks are the mandatory information like the Unsubscribe button and who the email is from.

You cannot delete these fields, but if any of the information is incorrect you will need to go to your Account Settings and correct the information there.

19. Once you have completed your email click the **Save & Close** button.

20. Click the **Save & Next** button to complete the process of adding the email to the scheduled list.

Your Welcome email is now scheduled and anyone subscribing to the selected mailing list will be sent the email as soon as they confirm their subscription.

If you do have any questions about today's lesson, please add a post in the 30x30 FB group requesting assistance.

See you tomorrow 😊