Email Marketing Formula Checklist

Step 1: Define Your Goals

Don't even think about writing one word until you define your goals for that particular email. Ask yourself the following five questions:

1. What is your primary goal?

In order to not dilute your efforts, be sure to pick just one primary goal on which to focus.

For example:

- Getting someone to click on a link
- Making a sale
- Getting someone to fill out a form
- Getting readers to call you
- Getting readers to request a lead magnet such as your coupon
- Getting readers to join your social networks

Those are some of the most common goals, but you may have a different idea in mind. Pick your main goal and go from there…

2. What is your secondary goal?

Now you might have a secondary goal as well, which you'll want to keep in mind as you create your email.

For example, your main goal might be to get your readers to read a Social Media post, but your secondary goal may be to get them to share the post with their friends.

3. What kind of content will best help you achieve your goals?

Now that you know your goals, you need to figure out what type of content will help you meet those goals.

For example:

- A product review
- A customer's testimonial
- A how-to article
- A tips article
- A list article such as 5 things or ways to…
- A Social Media post
- And so on

4. Will you send a single email or a series?

In order to figure this out, is it a single email which is a Newsletter such as the email that I send out about my live trainings, or will it be a series of emails that you will be sending that have been added to a Campaign such as the tips that I send out to you.

5. How does your email help and benefit your reader?

We've been talking about your goals, but you need to be sure to focus on your reader's goals or what is in it for them. Be sure that each email you send benefits the reader in some way. They shouldn't just be about lining your pockets – it should be about helping your audience.

Step 2: Craft Your Content

Crafting the content includes creating an attention-getting subject line, as well as content that keeps your readers engaged and reading to the very end of your email. To that end, check these points…

1. Do you have a compelling subject line?

Ask yourself these questions:
- Did you brainstorm a few possible subject lines? They claim that you should brainstorm at least a dozen of them, but I find this very hard to do.
- Does your subject line include a benefit?
- Optionally, does your subject line arouse curiosity?
- Is your subject line targeted to your audience?

Next…

2. Do you keep readers engaged with a great opener?

Here are different ways to open your email:
- Telling a story

- Sharing a shocking fact or statistic
- Talking directly about the reader's problems
- Talking about the solutions to those problems
- Asking the reader an engaging question

3. Do you engage readers emotionally?

An email series works better than a single email if you're trying to get your readers to make a purchase. If you want them to take any type of action.

4. Do you share benefits?
Your reader is always asking "What's in it for me?" as they read your content. Be sure you share the benefits.

5. Do you offer a strong call to action?
You'll increase your conversion rate if you tell your readers exactly what to do next.
- Click here to get started now!
- Click here to share this post with your friends!

Step 3: Segment and Track
The next major step is to make sure that your emails are meeting your goals. To that end, check the following points…

1. Check that your email service provider (ESP) includes analytics.
Many email service providers include analytics and the one that I am going to be recommending will have analytics.

2. Segment your list if applicable and/or possible.
The idea here is to segment or create tags for your list by interests and product types they purchase. and then send targeted emails to these different lists or tags. This creates a different list for each interest or particular product or service they purchase.

 For example, create tags for each lead magnet and product you offer. This allows you to send emails only to the different lists for each interest or particular product or service they purchase.

3. Check that your email is targeted to the right audience or segment.

Ask yourself:
- Is my email written in a way to appeal to this specific audience?
- Do I talk directly to their needs?
- Do I write in a way that this audience will connect with and understand?

4. Compare the metrics with your goals.

Once you've sent out your emails and are getting responses, then compare this data with your goals. If they're falling short, tweak the email to improve responses. Send out another one with a different title.

Step 4: Final Touches

Now before you hit send, be sure to take action on these points…

1. Polish the content.

Specifically:
- Delete anything unnecessary. In other words, don't insert "fluff" into your emails.
- Read it out loud to check that it flows smoothly.
- Add in tips, examples and even illustrations to add value to the content.

2. Proof the content.

You do this yourself, though another person will be better at spotting your errors.

3. Check the Links

4. Send yourself a test message.

Check your links again to make sure they all work

Conclusion

So, there you have it – all the things you need to check before you send the next email to your list. You might even print this off and keep it handy next to your workspace for quick reference!