

ASIAN FEMALE
ENTREPRENEUR *collective*

Email Marketing

"Shine and Rise"

Email Marketing

Brainstorm a list of topics that you could offer as your new opt in:

Poll your audience either on Instagram stories, in the Mastermind/Lounge group to understand which opt in would be popular. Ensure that you have a catchy headline which entices your ideal clients to download! You can also create a survey monkey survey if you have an existing client base. Offer them an incentive to participate if you feel called to.

Decide on your format of your opt in:

Email Marketing

Create the opt in in word or another format. The key thing is to get all of your ideas onto paper first!

Once you have a word version of your opt in you need to designed it and ensure it is on brand and looking professional!

You can either design it yourself in Designsta/Canva or contact a designer to do this for you. My recommendations are Sugar Branded Studios or Lilac Rose Designs who you can both find on Instagram.

Once you have your opt in beautifully designed the next stage is to do a Mailchimp integration with your opt in.

So in other words - link your opt in to your email list. You can either use the guide we have created or use Mailchimp's own support centre.

If you prefer to outsource then please do get in touch with Lilac Rose Designs above (Sonali Tank) and she can do this for you!

Remember you will need a landing page which is where your audience will add their details, then you need the actual opt in email they will get.

Email Marketing

Create a pretty graphic that is on brand to promote your opt in! Use the training to ensure that it is visible everywhere!

Create a plan of where you will be promoting your opt in. Brainstorm your ideas below!

Decide on the themes and frequency of your email campaigns:

Start emailing your ideal clients!