Syllabus

EMAIL LIST SETUP 101

A BRIEF OVERVIEW

Introduction

Setting up an engaged email list can prove to be a confusing process—*especially if you don't have the technical know-how to get things going*. But I believe it doesn't have to be all that complicated.

That's why I created Email List Setup 101! I want to take the overwhelm out of getting your email list set up so you can start building a strong, vibrant community by engaging more intimately with your readers—*right in their inbox.*

Building an email list has many benefits, including increasing your income earning potential! So are you ready to get your email list set up?

Here what we'll be covering in this course:

Lesson 1: Email List Basics

- ✓ Why you need an email list to grow your blog!

- ✓ What exactly is an email list?

- ✓ Different types of email lists you can have.

- ✓ Email service providers (and how to pick the right one for your blog!

Lesson 2: WordPress and Your Email List

- ✓ What plugins and integrations are -- and how you use them to connect your email list and your blog!

- ✓ Where to find setup instructions for your email service provider

- ✓ Basic setup instructions for using a plugin to connect your email service provider with your WordPress site.

Lesson 3: Creating Your Opt-Ins (Part 1)

✓ What is an opt-in?

✓ Popular form plugins for WordPress.

✓ Optimum opt-in placement on your blog!

✓ Different types of opt-in offers you use to grow your list!

Lesson 4: Creating Your Opt-ins (Part 2)

✓ Building a welcome campaign in your email service provider account to welcome new subscribers to your list.

✓ Creating your freebie for your opt-in offer!

✓ How to deliver your offer after someone signs up.

Lesson 5: Growing and Maintaining Your Email List

✓ Promoting your opt-in offer to boost your signups!

✓ How to nurture your email list once you have your list established.

✓ What NOT to do with your email list (Ethical email marketing with the CAN-SPAM Act!)

Are you ready to get started? **Sign up now**!