

**E-MAIL:**

*Engage Your Audience*



# *Today's Presentation*

## **MAIN TOPICS**

Who Needs an Email List?

Why an Email List?

What Tools to Use?

Where to Find Your Audience?

How to Begin Nurturing Your Audience!

# *Email Facts:*



## What is an Email List?

- Simply a list of readers, visitors, customers, audience members who would like to receive updates, encouragement, discounts, and other information from you!
- These Email subscribers trust you enough to give you their Email address!

## What does it mean, build your list?!?

## Email is a:

## How do I do this?!?

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## Email is a:

- Marketing tool.
- More importantly, a way to serve the kingdom and share God's message through your ministry!

## How do I do this?!?



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- List building is the process of gathering Email subscribers through various means.
- Get creative in ways to build your list.

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- Marketing tool.
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## How do I do (or improve) this?!?

- This workshop aims to learn new and improve upon Email BEST PRACTICES!

# *I guarantee you are on someone's Email List!*

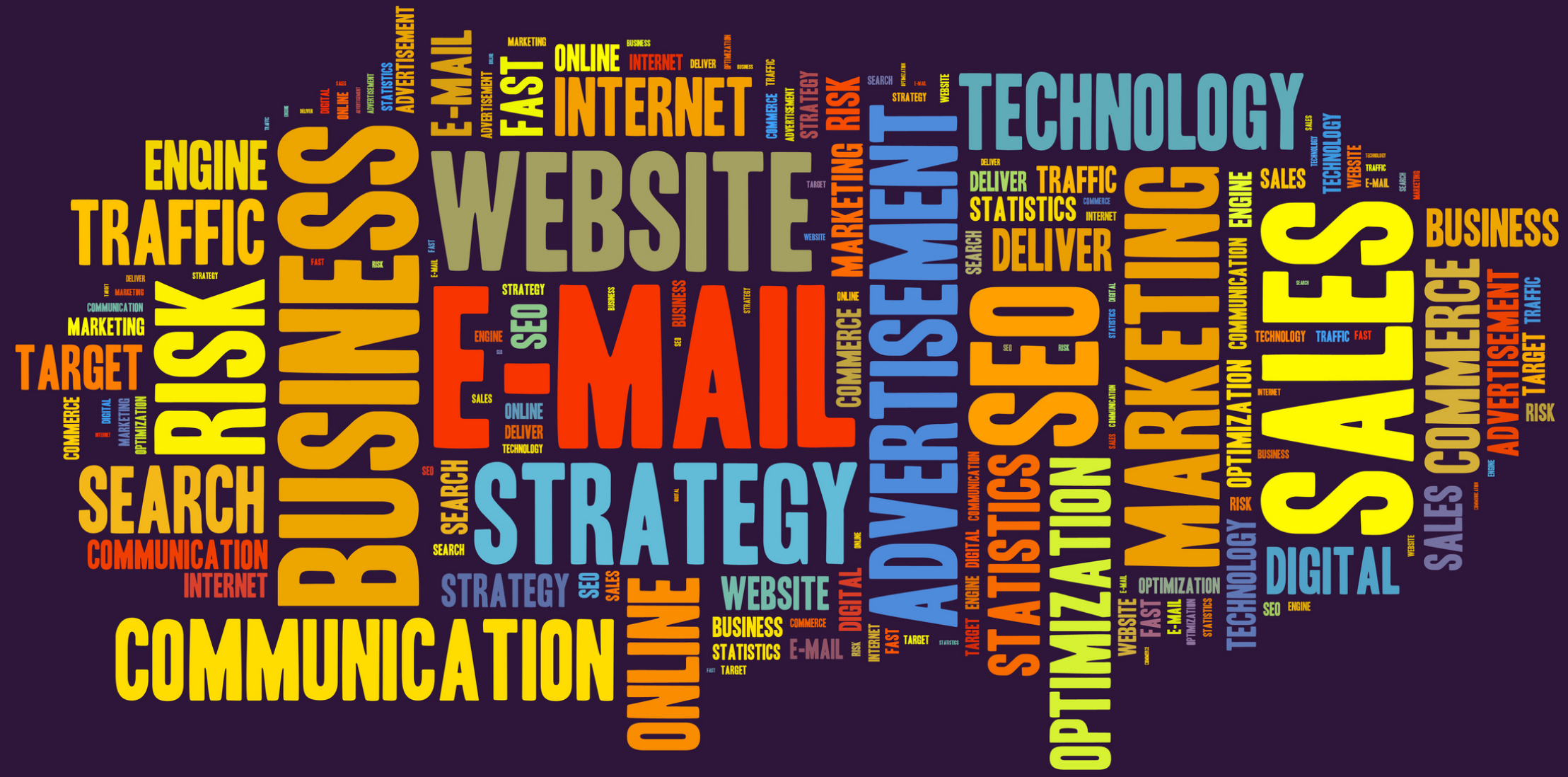


**HOT TIP:** All those Emails you receive--start saving the Emails that resonate with you. Look for Emails that are reader-focused and excellent marketing copy.

Open up a folder in your Email folders and slide those great Emails there for future reference.

# *Who Needs an Email List?*

- Authors/Bloggers
- Speakers
- Coaches
- Ministry Leaders
- Business Owners
- Event Coordinators
- & Aspiring . . .





# *Why an Email List?*



# *Why an Email List?*

YOU OWN YOUR LIST!!!

# *Why an Email List?*

YOU OWN YOUR LIST!!!

Facebook doesn't own your list.

Instagram doesn't own your list.

Twitter doesn't own your list.

YouTube doesn't own your list.

And so on!

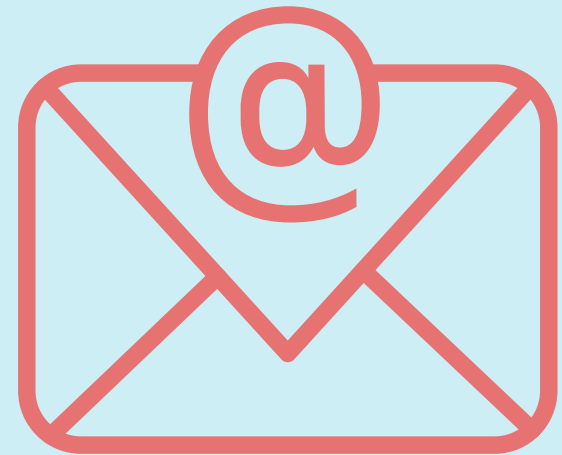


Don't Wait



*Learn from  
my mistakes!*





# *You Don't Even Need a Website to Start Building!*

**HOT TIP:** Avoid wasting time. As soon as you start walking in your calling of ministry, start building your list. Examples are coming up!

# *What Tools to Use?*



## **EMAIL SUBSCRIPTION/SERVICE PROVIDERS (ESP)**

- MailChimp
- ConstantContact
- ConvertKit
- FloDesk
- Other ideas?



## **WRITING/SPEAKING CONFERENCES**

- Attend conferences like the annual AWSA Conference in August.
- Choose platform building breakouts.



## **YOUTUBE!!!**

- Do a YouTube search, for example:  
How to use MailChimp for dummies.



## **MARKETING COPY**

- Hire a coach.
- Purchase packages from influencers.
- Save those excellent emails you receive from other entrepreneurs.

# Compare Email Subscription Providers (ESPs)

- AWeber
- ActiveCampaign
- Drip
- SendinBlue
- Other ideas?

ESP	MailChimp	Constant Contact	ConvertKit	FloDesk
FREE #Subscribers (entry level service-- basic)	<b>\$0/month for 2,000 contacts (10,000 sends per month and a daily limit of 2,000)</b>	N/A	<b>\$0/month for 300 contacts</b>	N/A
FREE features	<ul style="list-style-type: none"> <li>• 1 Audience</li> <li>• 1 step automations</li> <li>• Branding</li> <li>• Marketing: landing pages &amp; ads</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• 1 Audience</li> <li>• 1 step automations</li> <li>• Branding</li> <li>• Marketing: landing pages &amp; ads</li> </ul>	N/A
Pricing	Pricing based on # contacts: <ul style="list-style-type: none"> <li>• Essentials \$11</li> <li>• Standard \$17</li> <li>• Premium \$299</li> </ul>	Pricing based on # contacts: <ul style="list-style-type: none"> <li>• Core \$9.99</li> <li>• Plus \$45</li> </ul>	Pricing based on # contacts: <ul style="list-style-type: none"> <li>• Creator \$9</li> <li>• Creator Pro \$25</li> </ul>	Flat rate feature: \$38/monthly (Affiliates may have a 1/2 price discount code)
Support	No live support at FREE level	Live phone & chat support	No live support at FREE level Live phone & chat w/paid	Support tickets via Email

# *Which one is right for you?*

**DO YOUR RESEARCH**



Budget:

Does it make sense to start with free? Then migrate?




Ask your trusted ministry friends what is working for them.



Consider your future growth.

# My choice with no budget . . .



Create

Audience

Campaigns

Automations

Website

Content Studio

Integrations

Search

Home

Audience: Christine Trimpe LLC

Hello, Christine 🙌

Most recent campaign performance

Completed Campaign • Apr 19

sugar fast finale

45 Recipients

Open Rate31.1%

Clicks Per Unique Open0.0%

Successful Deliveries45

Total Opens19

Total Clicks

Orders

Average Order Revenue\$0.00

Total Revenue\$0.00

Here's what's happening


Completed Campaign • Apr 19

sugar fast finale

Email • Tags: Sugar Fast 03.22

Clicks 0% • Opens 31.1% • Revenue \$0

20



Christine Trimpe LLC

Monkey logo

Create

Audience

Campaigns

Automations

Website

Content Studio

Integrations

Search

Home

Audience: Joyful Keto Life

Most recent campaign performance

Completed Campaign • Mar 4

friday update 03.03.22

1503 Recipients

Open Rate33.1%

Clicks Per Unique Open1.4%

Successful Deliveries1500

Total Opens697

Total Clicks18

Orders0

Average Order Revenue\$0.00

Total Revenue\$0.00

Here's what's happening

Audience trend • Apr 5

2 unsubscribed from Joyful Keto Life

Audience trend • Mar 12

1 unsubscribed from Joyful Keto Life

Total Audience


1,556

No changes this week

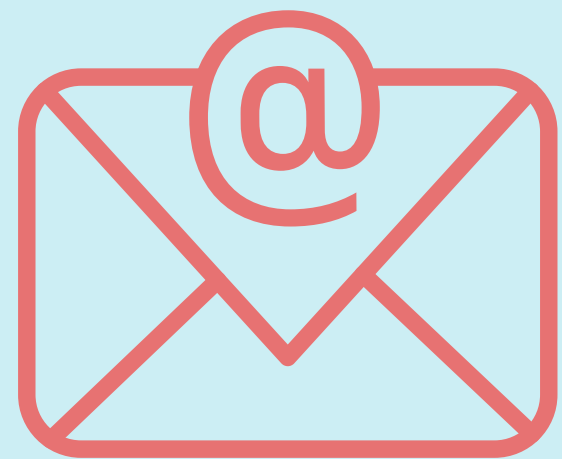
Total audience breakdown

Joyful Keto Life1,503

No changes this week



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## *Don't Make Extra Work!*

**HOT TIP:** Have a plan! Make one account and use Audiences or Segments to differentiate your contacts.

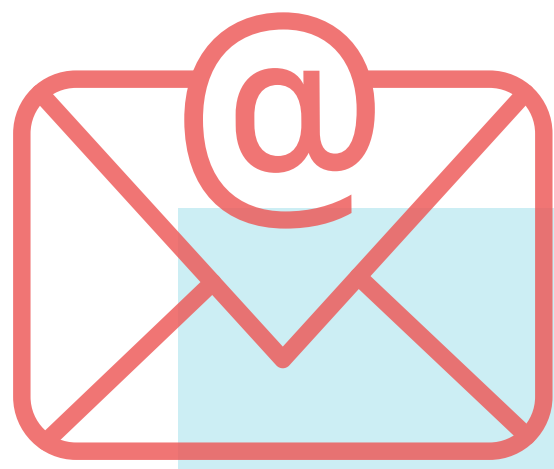
*Live Look!*

# *Where to find your audience?*

## *Learn to use the CTA (call to action) effectively and widely:*

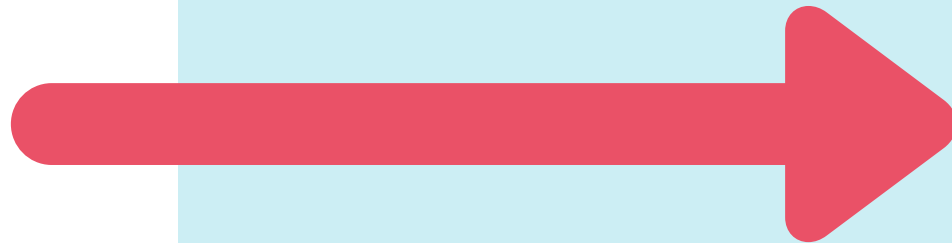
- Home page of your website.
- Website pop-ups.
- End of blog posts.
- Facebook Business Page.
- Social Media Bios and posts.
- Facebook comments section.
- Speaking events.





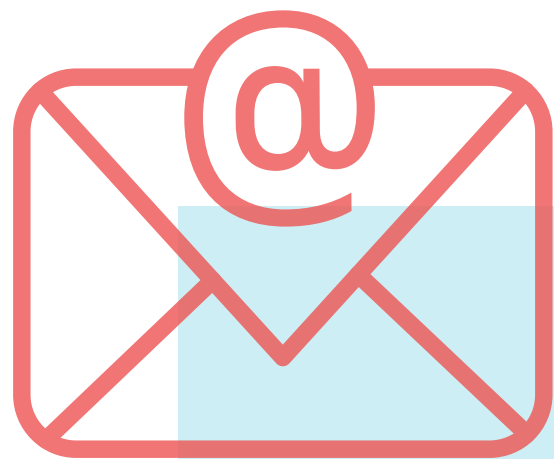
# *Website Home Page:*

CTA!!!

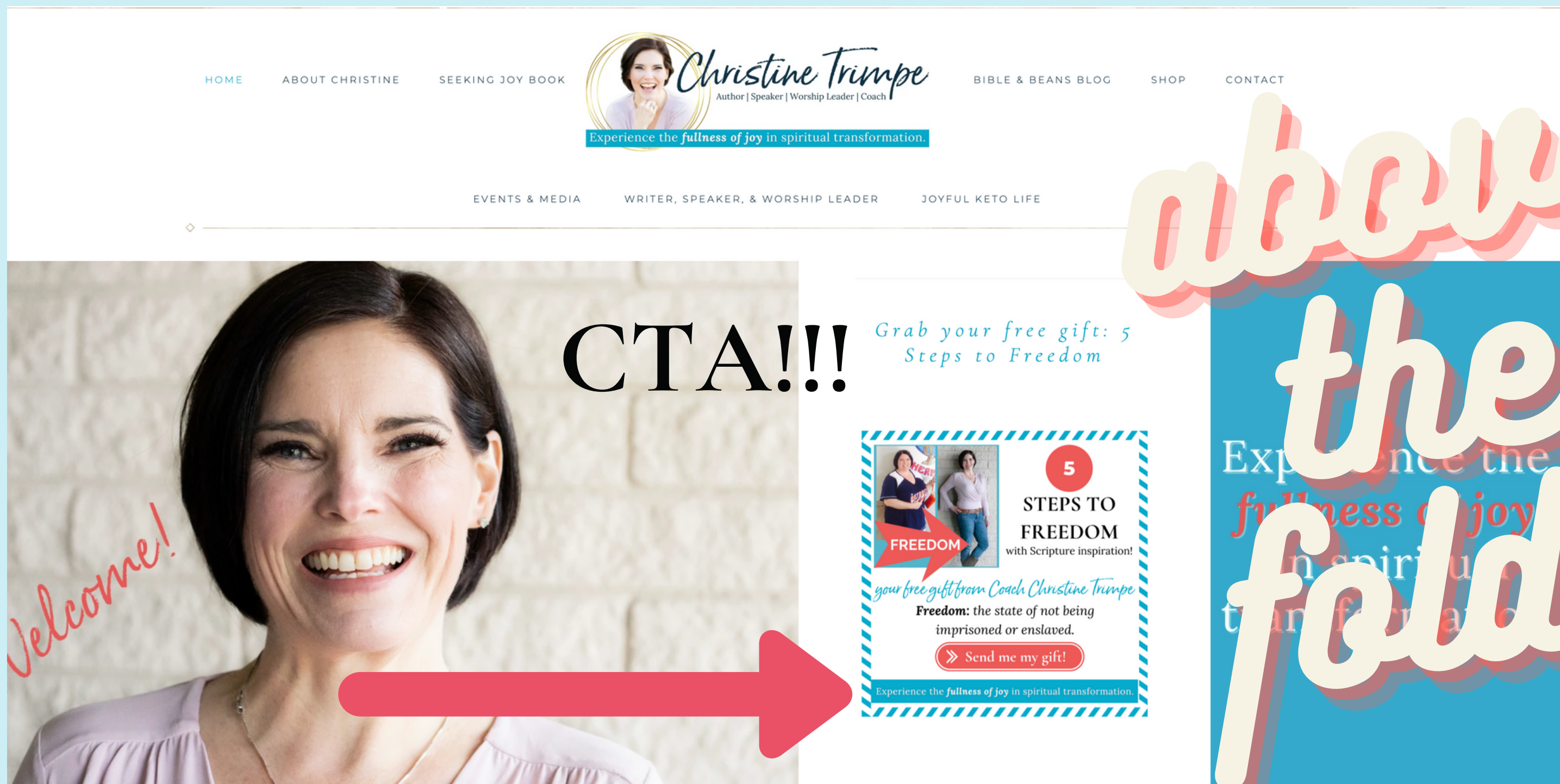


*above  
the  
fold!*



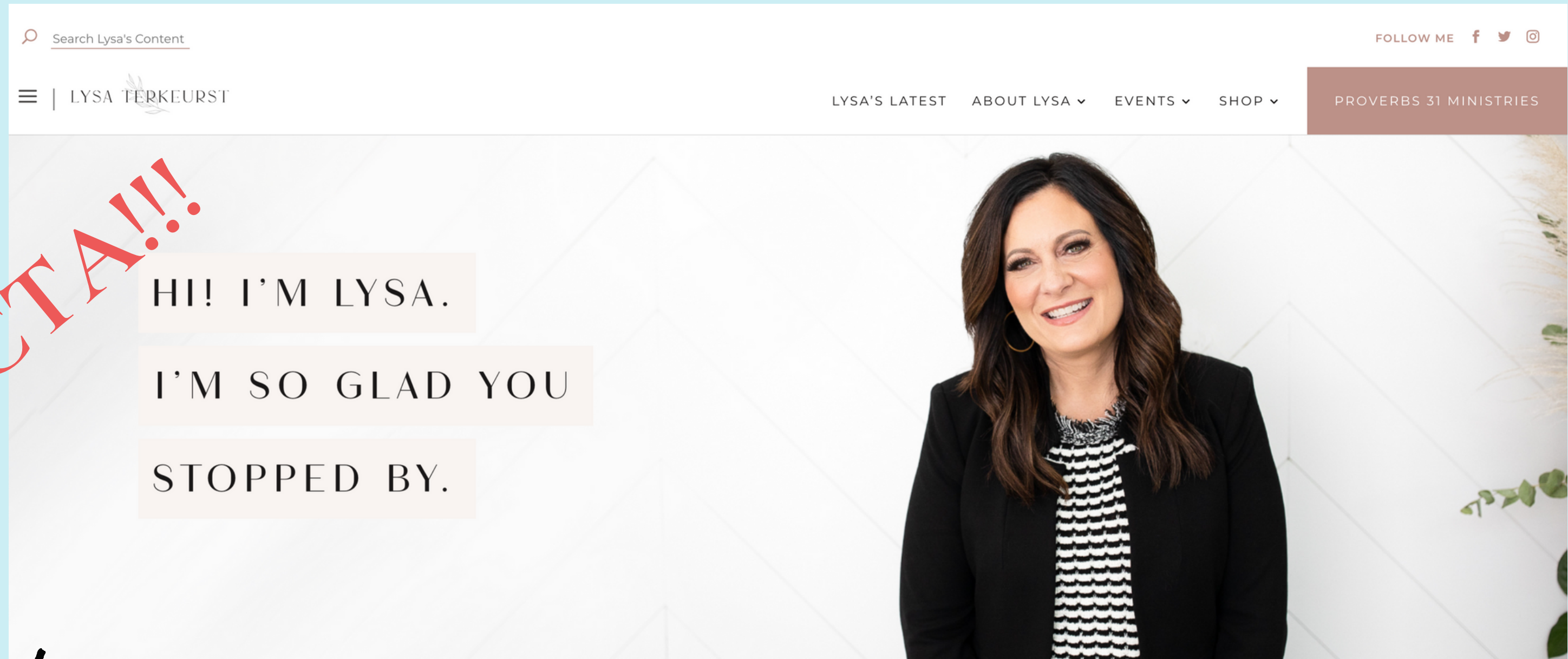


# Website Home Page:



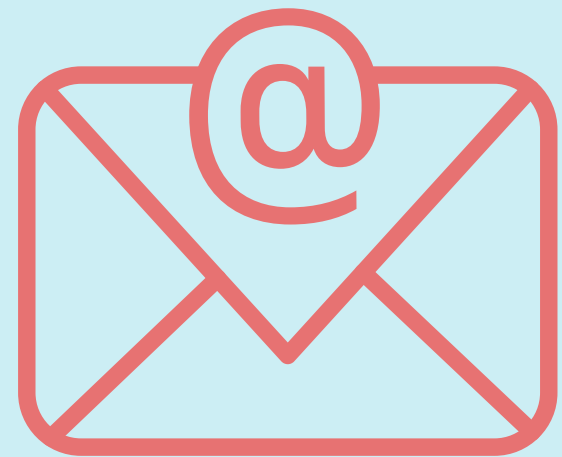


# Website Home Page:



Live Look: <https://lysaterkeurst.com/>

*my passions:*



*Remember: Above the fold!*

**HOT TIP:** You have seconds to hook your visitor.



# Website Pop-Ups!

Overview Manage contacts ▼ Add contacts ▼ Signup forms Preferences center



## Form builder

Build, design, and translate signup forms and response emails  
Manage GDPR fields in the form builder.

Select

## Embedded forms

Generate HTML code to embed in your site or blog to collect signups.

Select

## Subscriber pop-up

Design a pop-up signup form that can be embedded on any site.  
GDPR fields are compatible with certain pop-up formats.

Select

## Contact Form New!

Let your customers reach you directly with a contact form that sends messages to your [Inbox](#).

Select

## Form integrations

Create signup forms using one of our integrations.

Select

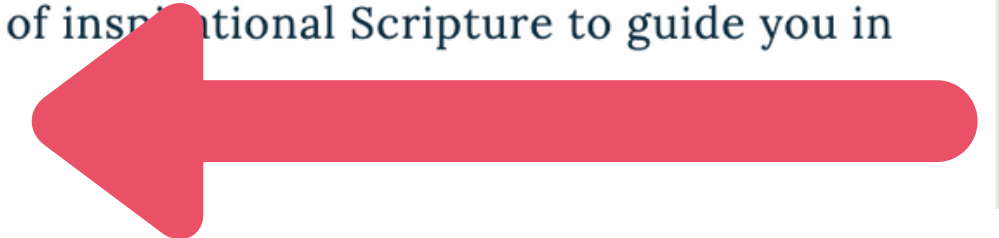


# End of blog posts:

- Link to free resource
- Plugin to create form  
(example written in code  
and the form that is built)

How will you rest today? Leave a comment below.

Are you tired of everything being so heavy? I have a gift for you full of inspirational Scripture to guide you in your health and wellness journey. Grab it here: [5 Steps to Freedom](#)



Form code

```
<!-- Begin Mailchimp Signup Form -->
<link href="//cdn-images.mailchimp.com/embedcode/classic-10...
<style type="text/css">
  #mc_embed_signup{background:#fff; clear:left; font:14px;
  /* Add your own Mailchimp form style overrides in your s
  We recommend moving this block and the preceding CSS
</style>
<style type="text/css">
  #mc-embedded-subscribe-form input[type=checkbox]{display:
  #mergeRow-gdpr {margin-top: 20px;}
  #mergeRow-gdpr fieldset label {font-weight: normal;}
  #mc-embedded-subscribe-form .mc_fieldset{border:none;min-
</style>
<div id="mc_embed_signup">

  <div id="mc_embed_signup_scroll">
    <h2>Subscribe to the Tribe!</h2>
    <div class="indicates-required"><span class="asterisk">*</span>
    <div class="mc-field-group">
      <label for="mce-EMAIL">Email Address <span class="aster
    </label>
      <input type="email" value="" name="EMAIL" class="required
    </div>
    <div class="mc-field-group">
      <label for="mce-FNAME">First Name </label>
      <input type="text" value="" name="FNAME" class="" id="mce
    </div>
  </div>
</div>
```

Form preview ?

Subscribe to the Tribe!

\* indicates required

Email Address \*

First Name

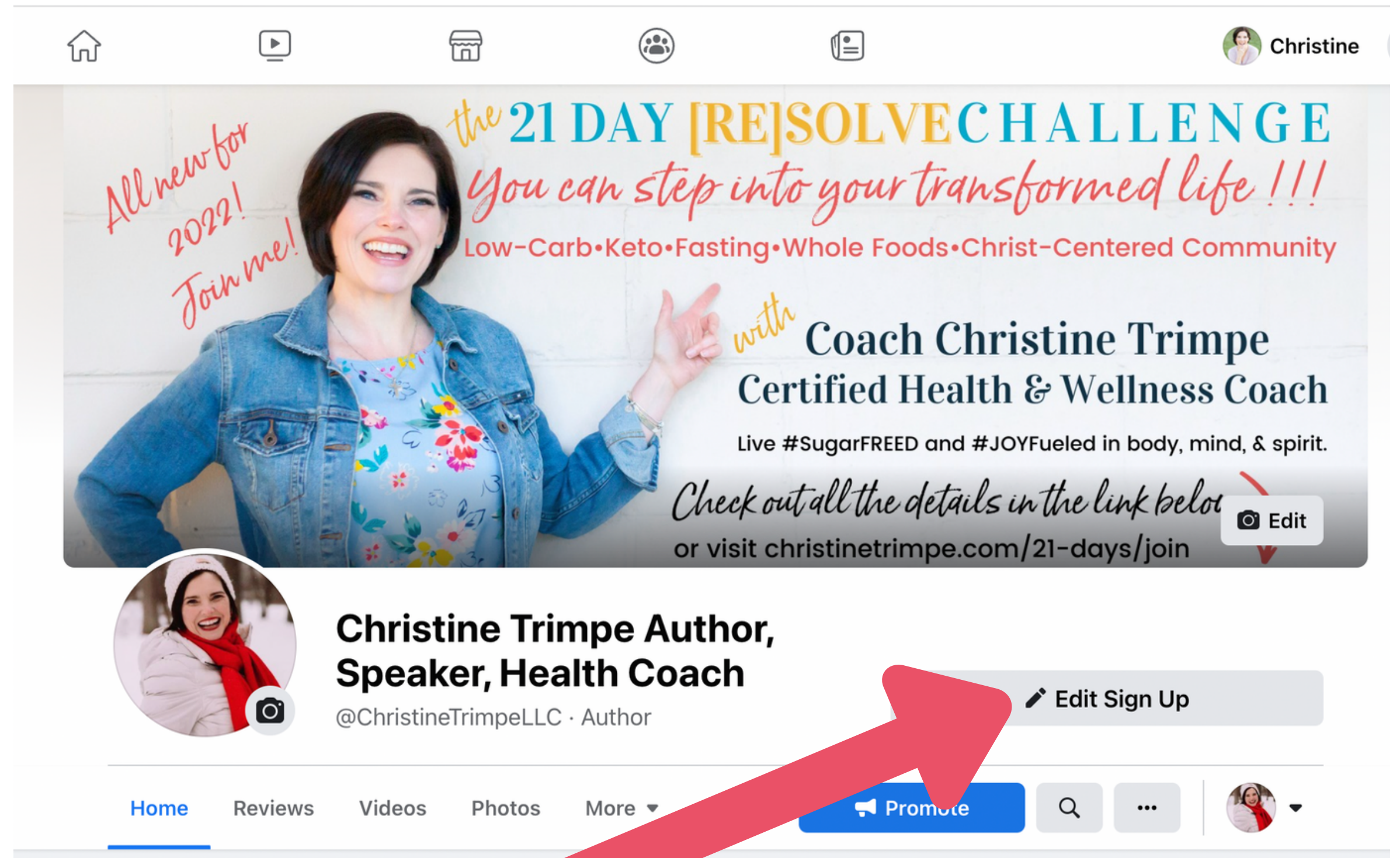
Marketing Permissions

Please add Christine@christinetrimpe.com to your email contacts. Christine Trimpe LLC will use the information you provide on this form to be in touch with you through email updates.

☐



# Facebook Business Page

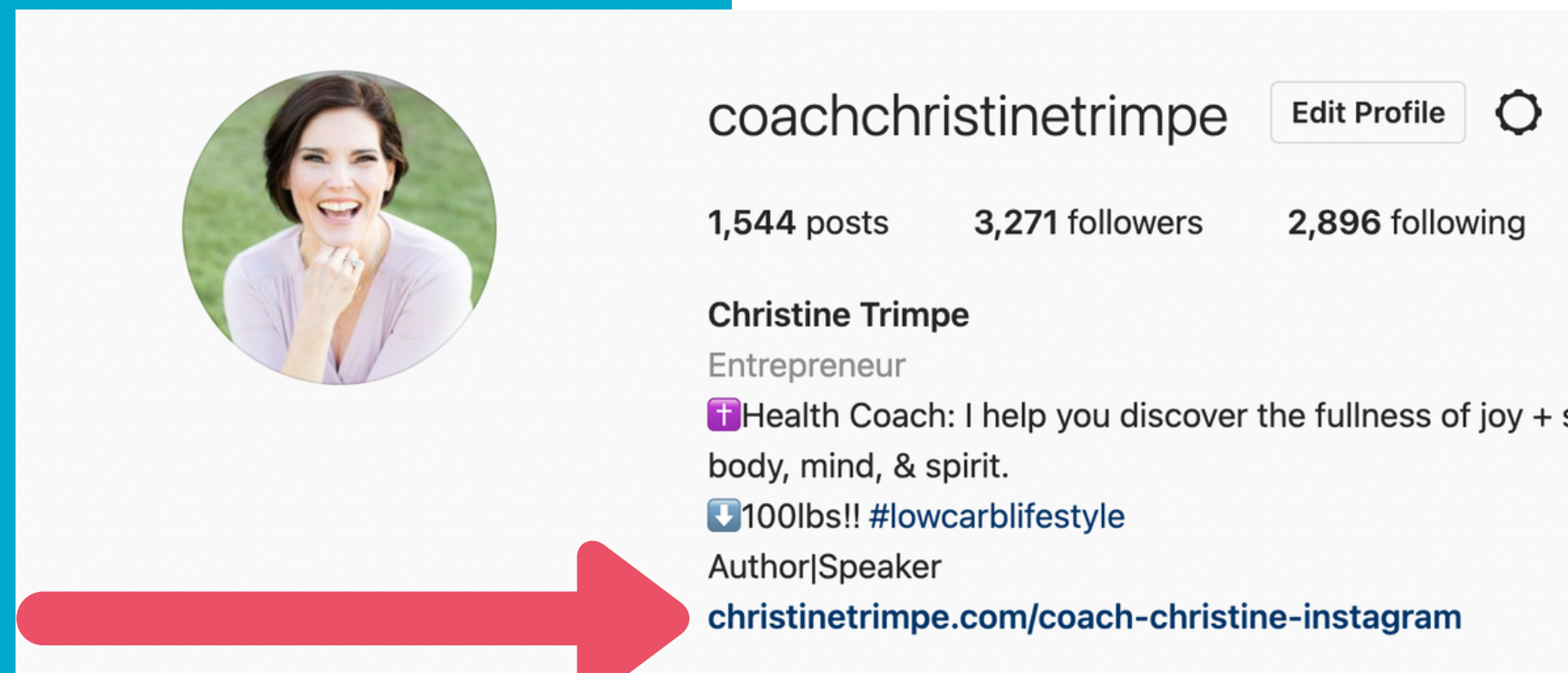


Live Look: <https://facebook.com/christinetrimpelle>



# Instagram Profile:

- Convert personal profile to a business profile.
- Use the available link space in your profile and in Stories.



Live Look: <https://instagram.com/coachchristinetrimpe>

# Place a CTA on all Social Media Platforms:

- Let your audience know how to connect with you.

- YouTube descriptions
- Facebook posts (tip: put link in comments)
- Twitter posts
- LinkedIn posts

*Live Look: <https://www.youtube.com/watch?v=V5tEJR2RhM>*



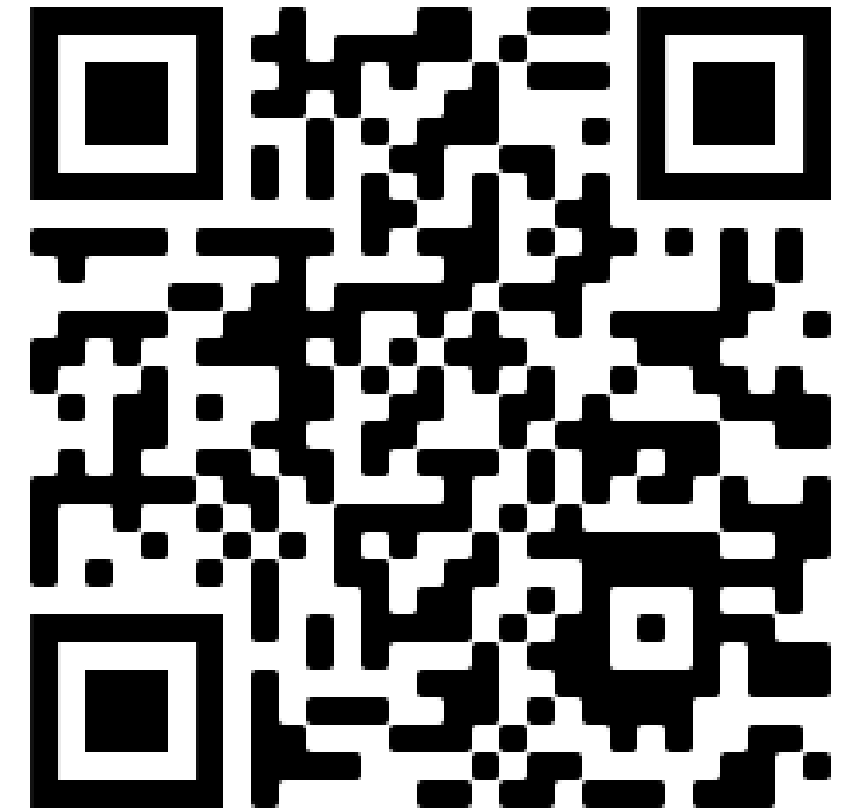
# Live Events:

- Conferences
- Speaking Events
- Book Signings
- Networking Events
- Your Banners

# *Use a QR Code!*



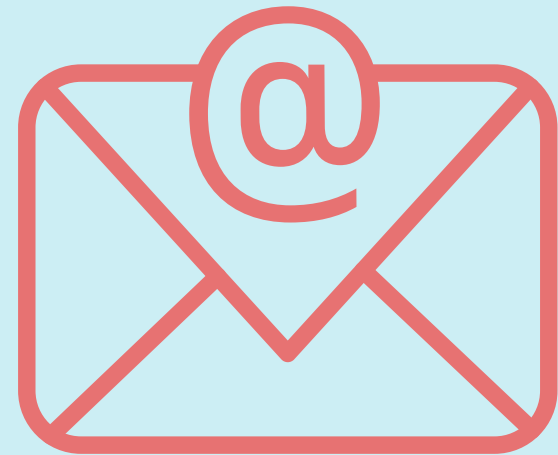
Links to my Landing Page  
for these slides:



Your ESP may create QR codes for your campaigns,  
or build a free QR Code here: <https://www.qr-code-generator.com/>

# *Create your Lead Generator today!*

## **HOT TIP IDEAS:**



- Small PDF that meets a need or answers your reader questions
- Artistic design
- How-To Checklists
- Challenges (#-days)
- Contests
- Quizzes
- Live Webinars
- Short Term Private Groups


# *How to begin nurturing your audience?*

- Deliver the promised resource! Test it and **test it again!**
- Create a welcome Email sequence. (**HOT TIP next!**)
- Create your content **plan** (and the content).
- **Be consistent.**
- Email best practice suggests only ONE CTA (call to action) per email--don't give your audience too many choices!

# MailChimp example:

# Email Welcome Sequence:


- Use the tools provided by your ESP.
- Don't overwhelm, but make them feel welcomed to your community!

 Welcome new contacts part 1 Active  
Audience: [Christine Trimpe LLC](#)

### Customer Journey Builder Hide


Nice! This journey is currently active. See the journey summary for details.

☐ Contact repeats journey ⓘ


 [Edit journey settings](#) >


#### Journey Summary

Active days to date	Today
Map launched 4/19/2022	
Contacts started	77
Contacts in progress	3
Completed journeys to date	69


 **Processing Time**


Journey Point actions can take up to 15 minutes to process.




 They sign up to your audience

Added to Christine Trimpe LLC



 Filters

 Gets email


Welcome! Let's ex...


Sent


77

Opens

68.0%







 Time Delay

for 2 days

Queue

3



 Gets email


how can I help you...


Sent

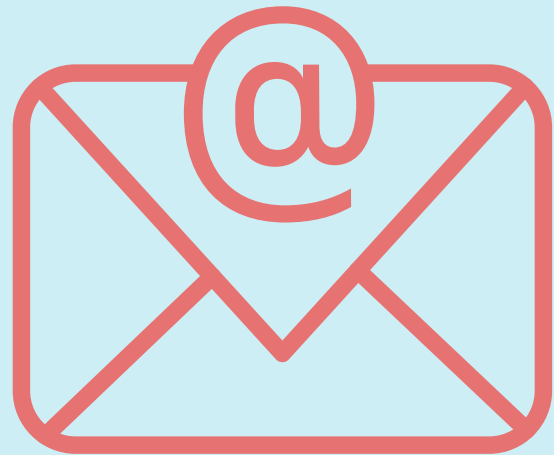
69

Opens

63.8%







*This is working for me! Plus I love to hear from my audience!*

**HOT TIP:** In a short email, directly ask your audience, "How can I help?"

As promised, I'm back to ask you . . .  
how can I help?

Two requests from you:

1. What's your biggest struggle when it comes to achieving your health and wellness goals?
2. Where would you like to be with your health and wellness goals one year from today? For example, you could share your weight loss goals, your Bible study intentions, etc.

You can simply reply to this email. I read every single email that hits my inbox and I'm typically able to respond to them all within a few days.

So, sister . . . let me hear a bit of your story!

Pretend we are able to sit and chat over a cup of coffee!

Wouldn't that be delightful?

Looking forward to hearing from you.

With Joy,  
Coach Christine Trimpe





# "...SHE UNSUBSCRIBED!!!"

*She's not  
your  
person!*



# *Miscellaneous*

## **HOT TIPS:**

- Respond to your readers (if feasible).
- Hire help (if feasible).
- Regularly clean up your email list (archive unsubscribes).
- Consistency is key to growth.
- Start again with a re-engagement campaign.



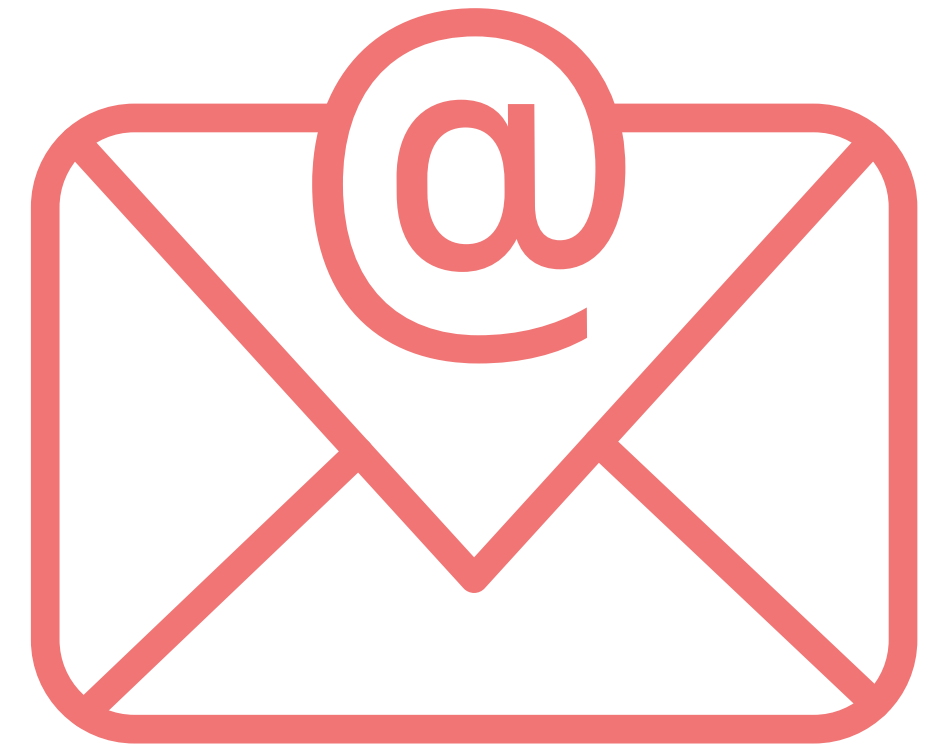
# FOR THE SLIDES, VISIT:

**[HTTPS://MAILCHI.MP/DFE168DDBEAA/EMAILSLIDES](https://mailchi.mp/DFE168DDBEAA/EMAILSLIDES)**



Contact Christine at [Christine@christinetrimpe.com](mailto:Christine@christinetrimpe.com)





QUESTIONS?  
SHOW & TELL

Contact Christine at [Christine@christinetrimpe.com](mailto:Christine@christinetrimpe.com)

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