



**GROW
YOUR
AUDIENCE**

starter kit

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HEY!



I have learned that creating an effective lead magnet is quite literally the gatekeeper or better yet, 'gate recruiter' to your online course offer... it's a huge piece to the puzzle. BUT, what I think we often overlook is the email host itself.

What the heck is an email host?

AKA: Email List Provider, Email Marketing Platform, Email Provider Site, etc - they are all one in the same.

An Email Host will capture your entire email list (your audience) and allow you to communicate with them [creatively] through mass emails.

Chandler

WHY YOU NEED AN EMAIL LIST

EMAIL IS HERE TO STAY.

Every single business uses email to communicate, to market/promote and to nurture. *So should you!*

The Email Host is the foundation of the strategy.

There are literally WAY TOO many options to choose from when it comes to email host providers... as you “shop” this is what you should consider:

- Will you be able to track data of email opens/link clicks?
- Will you be able to create automations, where emails can be pre-scheduled?
- Is customer support readily available?
- Will you be able to connect your email host with other platforms for seamless integration?



EMAIL HOST OPTIONS:

MAILCHIMP

SQUARESPACE

ATTRACTWELL

FLODESK

KAJABI

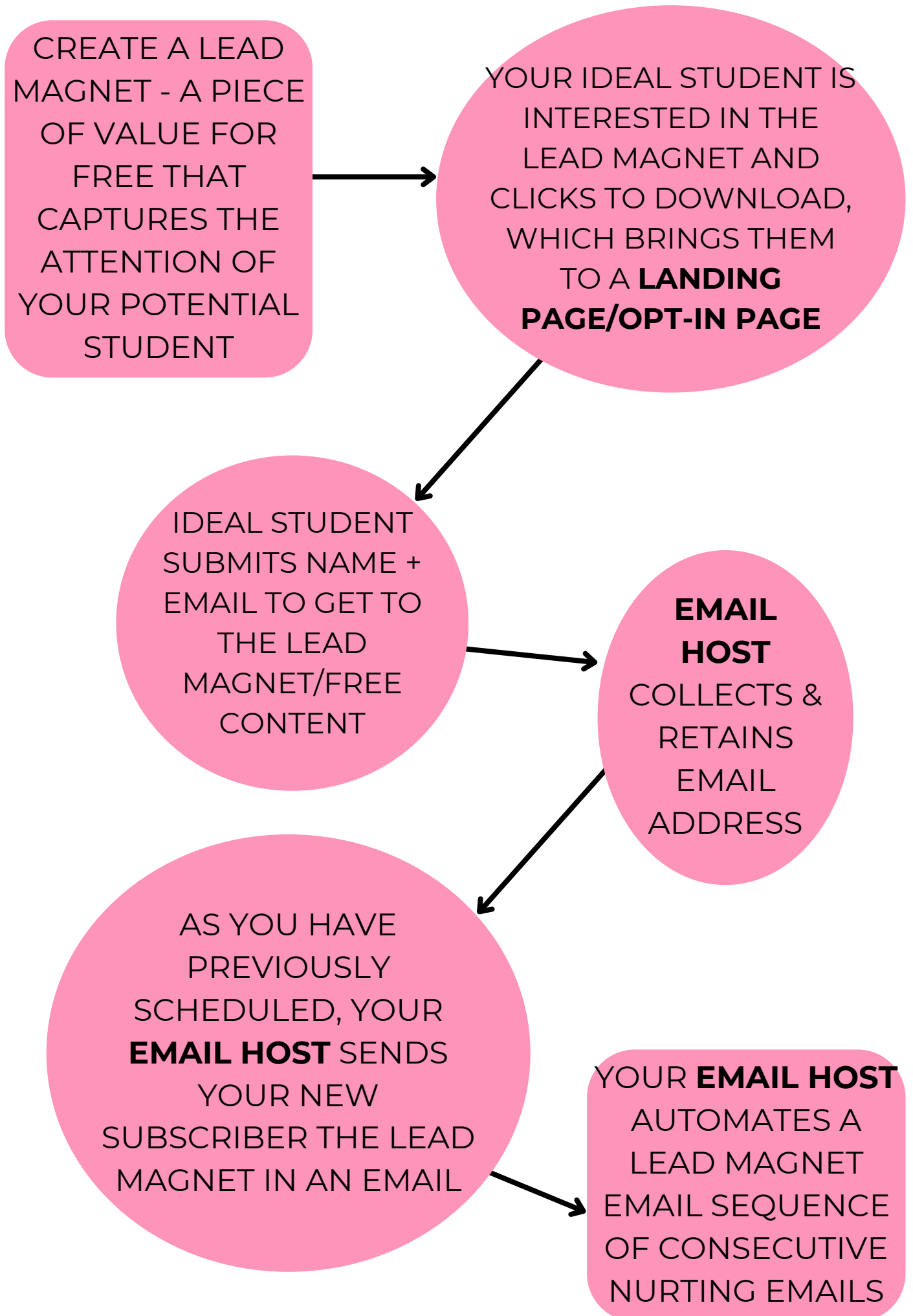
CONVERTKIT

ACTIVECAMPAIGN

Once you choose your Email Host - we can look at the FLOW of your audience opting in!

Remember, the goal is to GROW your email list full of people that are interested in your course topic and eager to buy your offer before you've ever even announced it!

OVERALL EMAIL HOST FLOW OF EVENTS



NOW WHAT?!

Let's not stop there, shall we?!

Let's make this EASY - Set up your landing page/opt-in page.

Your landing page will be created on your Email Host platform of choice and will showcase your lead magnet. Below is the recipe I use for highly effective landing pages that are eye-catching, simple and FUN!

ATTENTION GRABBING:

TITLE (clear is better than clever) + SLOGAN (what is the result of the content being delivered)

IDEAL STUDENT:

Who is this going to help?

What is the desired outcome they are looking for?

What does your lead magnet prevent?

OFFER:

This is where you add the opt-in form (First name + Email)

TESTIMONIALS:

This is a great spot to add in testimonials if you have any!

WOOHOO!

THIS IS A BIG DEAL! By you enrolling in an email host AND setting up a landing page/opt-in page, you are well beyond the majority of online entrepreneurs!

This simple, yet extremely effective, technique is going to skyrocket your audience growth and ultimately increase your sales!

Don't worry, I won't leave you hanging... let's talk about how to GROW OUR AUDIENCE by curating the most INTRIGUINGLY MIND-BLOWING Lead Magnet!