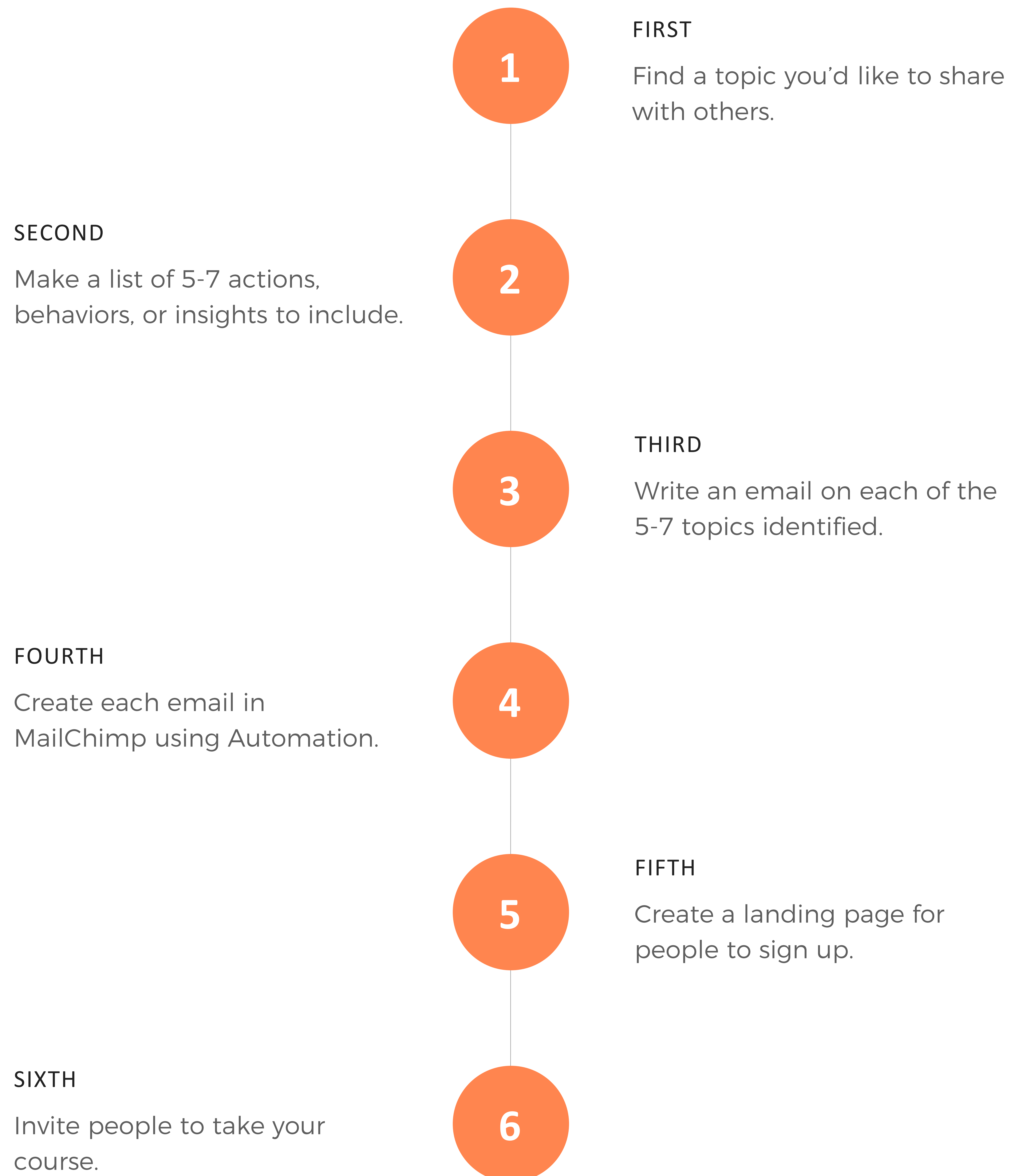


THINKSHEET

HOW TO BUILD AN
EMAIL COURSE



STEPS



1 | FIND A TOPIC

FIND A TOPIC

To help identify a topic, ask your self these questions:

- What are you passionate about?
- What are you an expert in?
- What would you like to contribute to the world?

List your topic below:

2 | MAKE A LIST

MAKE A LIST

What 5-7 actions, behaviors or insights would you like to share about your topic? Make the list below.

1.

2.

3.

4.

5.

6.

7.

3 | WRITE EMAILS

WRITE EMAILS

For each email, consider the following:

- What is my topic?
- What headline will I use?
- What story can I share?
- What action will the learner take after reading this email?
- What additional information will the learner need to take that action and be successful?
- How will I delight, encourage, or pleasantly surprise my learner in this email?

4 | USE AUTOMATION

USE AUTOMATION

To setup automation in MailChimp, complete the following steps:

1. Create a new list specifically for your course.
2. Click on the Automation link to create a campaign.
3. Select your course list as the recipient of the campaign.
4. Create each email in MailChimp identifying a 1-day trigger/delay between each email.
5. Test and publish your automated campaign.

5 | CREATE LANDING PAGE

CREATE LANDING PAGE

To create a landing page in Squarespace, complete the following steps:

1. Create a new cover page in Squarespace.
2. Set up your Action on the landing page as a form.
3. Connect the storage option for your form to your course list in MailChimp.
4. Publish your landing page.
5. Make note of the URL for your next step.

6 | INVITE LEARNERS

INVITE LEARNERS

Below is a list of several ways you can invite learners to your email course:

- Add a link to the landing page in the signature of your emails.
- Share the link to your landing page on social media.
- Invite your existing list within MailChimp to take your course.
- Add a link to your landing page on your website homepage.
- Add the URL for your landing page to your business cards.

THANK YOU

I hope that this
Thinksheet has
helped you create
an email course to
grow your business!

I'd love to know more about the
course you created. If you'd like,
please post a link to your course
on my [Facebook page](#). I'm happy
to offer suggestions and promote
your course in any way that's
helpful.

If you have other questions,
please email me:
jeannie@jeanniesullivan.com.

