

Get Started with Email Marketing

Kay Peacey - Slick Business

01

Feel the fear and send it anyway



send actual emails get over yourself and let go of imaginary perfection
invite replies you're just having a conversation with another human
reply to replies to listen, connect and get to know your humans

02

Lay out the welcome mat



optin form create and test a simple form to open the door
welcome email say hello, welcome them in, and be nice to your guest
make small talk follow up with what you do and why and where to buy it

03

Don't be a stranger



regular chit-chat once a week, same day, two paragraphs
be human prompts from your daily life - you're more interesting than you think
tell what you sell use mention-it-is - don't deprive them of chance to benefit

04

Invite to the party



learn what they're into watch, listen, or ask, and note what you know
be a matchmaker notice when there's a great fit with what you sell
time it right strike when the iron is hot **sell it** by using what you know

05

Stop worrying about...



fancy layouts no one cares - they care what you're saying and sharing
open rates encourage clicks instead **list size** quality matters, not quantity
unsubscribes learn to love them **GDPR** just don't be a skanky spammer

06

Email weapon of choice



room to grow so you don't have to move **automation** to get stuff done for you
integration to play nicely with other tech **established** with strong deliverability
time to learn how to work it **a teacher** to show you how to get the value from it

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