



How to Use Email Marketing for Direct Sales

with Rachel Perry



“If you use email the RIGHT way it is the number 1 business tool for business owners.”
Rachel Perry, Direct Sales Business Coach.

Choosing an **Email Platform**

Research the best email platform for you.

Top tip: find one that is free while you're getting started!

Check the different capabilities to make sure the platform has all the tools and functionality you need. Some to consider include:

- ★ Free landing pages
- ★ Design functionality
- ★ Templates
- ★ Scheduling
- ★ Free minimum email list

- | | | | |
|----|----------------|-------------|------|
| 1. | Email Platform | Easy to Use | Cost |
| | Functionality | | |
| 2. | Email Platform | Easy to Use | Cost |
| | Functionality | | |

3.	Email Platform Functionality	Easy to Use	Cost
4.	Email Platform Functionality	Easy to Use	Cost
5.	Email Platform Functionality	Easy to Use	Cost
6.	Email Platform Functionality	Easy to Use	Cost
7.	Email Platform Functionality	Easy to Use	Cost
8.	Email Platform Functionality	Easy to Use	Cost
9.	Email Platform Functionality	Easy to Use	Cost
10.	Email Platform Functionality	Easy to Use	Cost

Once you've chosen your email platform, sign-up and start exploring the platform!

Creating your **Email List**

Now you know what email platform you're using, it's time to create an email list. Do you already have a list of emails you're allowed to use from your current customers? If yes, that's a great first step. You need to make it really easy for people to sign up to your emails.

1. Sign-Up

Assess your current business profiles to see where you can add an email sign-up link.

- ★ Website
- ★ Social Media Profiles
- ★ Business Cards

2. Sign-up incentive?

If you want to jump start your email campaign consider creating a sign-up incentive. Either a discount, a digital freebie, a monthly draw?

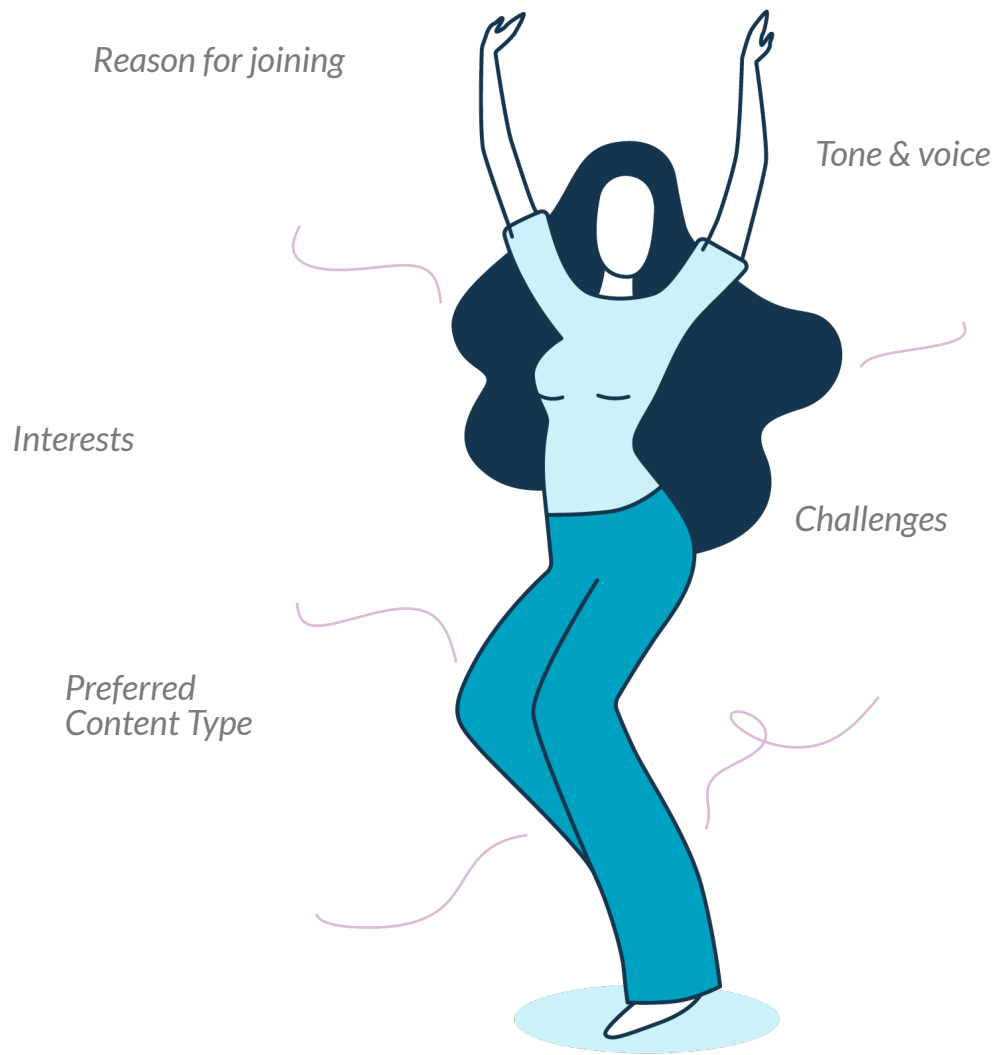
3. Make it happen!

You can start gathering emails at any time.

Know WHO you're talking to and WHY you're talking to them

You know how you're going to gather your email list, you know what platform you're using, now it's time to get writing.

The language you're using and the story you're sharing vary depending on your target audience and what they're looking to gain from your emails. Take a moment to imagine your target audience and why they're going to read your emails.



To create a sense of consistency and community take the time to decide things like...

Your opening greeting

Your tone of voice

Your sign-off

Making a Connection

Rachel has a rule of 4 when planning her emails to make sure her audience is receiving value.

Email 1  VALUE	Email 2  VALUE	Email 3  VALUE	Email 4  VALUE+ SALES
--	--	--	---

To make sure your emails are being opened and read they need to provide VALUE.

What is value? Rachel suggests:

- ★ Top tips surrounding your business industry (Remember not salesy)
- ★ Life hacks
- ★ Tools and resources
- ★ Sharing a little about yourself to create connection

What is sales? Rachel suggests:

- ★ A deal
- ★ A promotion
- ★ A product feature
- ★ A bundle related to what your past 3 emails have been talking about

Take a moment to imagine what your first email sequence might look like.

Email 1: VALUE

Subject Line

Topic(s) 1.
 2.
 3.

Email 2: VALUE 

Subject Line

Topic(s) 1.
 2.
 3.

Email 3: VALUE 

Subject Line

Topic(s) 1.
 2.
 3.

Email 4: VALUE+ SALES 

Subject Line

Topic(s) 1.
 2.
 3.

Sales
Opportunity

Top Tip: If this sounds overwhelming, Rachel says just start with 1 email to build your confidence!