

**Each Module
Has a PDF
Checklist**



Why Email Marketing?

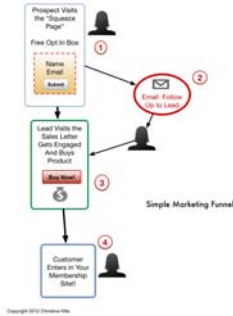
Email Marketing Allows You to...

- Build up an email list of your tribe
- Nurture relationship with your tribe
- Sell your products/services directly to people who are already interested in you



GROW YOUR BUSINESS

Build Simple Marketing Funnel

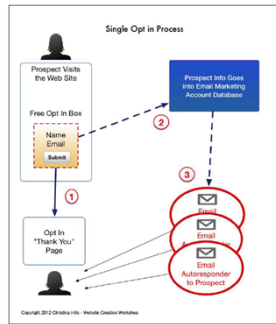


"In order to email your list, you have to email your list."
- Christina Hills



How the Email Marketing Process Works

Overview of the Opt In Process







Or.. Solo Opt In Page

"Julia Child Wants to Teach You About WordPress"
Julia Child is Cooking Up Amazing Websites with WordPress!

Put Your Email in the Box at Right...

Get the Sample Lesson PDF Download from the Website Creation Workshop

You'll Also Get Free Free Videos, Website Tips, and Seminars/Workshop Announcements From Christina.

Name

Email

Show Me The Video

Share This Now!

Your info will never be shared with anyone. You can always opt out at any time.

<http://www.WebsiteCreationWorkshop.com/signup>

Solo Opt In Page

Get Notified for the Next Website Creation Workshop Live Course!

Sign Up to Get Notified for the Next WordPress Course

Name

Email Address

Sign Me Up!

www.websitecreationworkshop.com/2016

Sample "Thank You" Page (with Video and PDF)

WEBSITE CREATION WORKSHOP

"Your Website Design & Layout With WordPress!"

Click to Watch the Video Below

Sample Lesson From the Website Creation Workshop

"Your Website Design, Layout, and Sidebars"

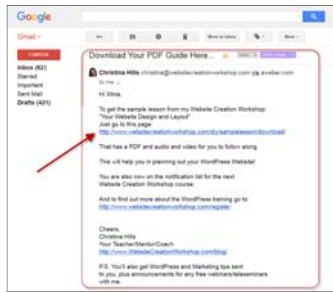
Helping You Create Your Website with WordPress

Helping You Create Your Website with WordPress

- The Website "Look" Step and Finding a Theme for Your Website
- How to use an WordPress website and how to create a beautiful website
- The WordPress Editor (or Page or Post) in a Nutshell
- How to create a beautiful website
- The WordPress Editor "Theme and Layout"
- How to create a beautiful website
- How to create a beautiful website

Download PDF

Sample "Email Message" Sent to Visitor



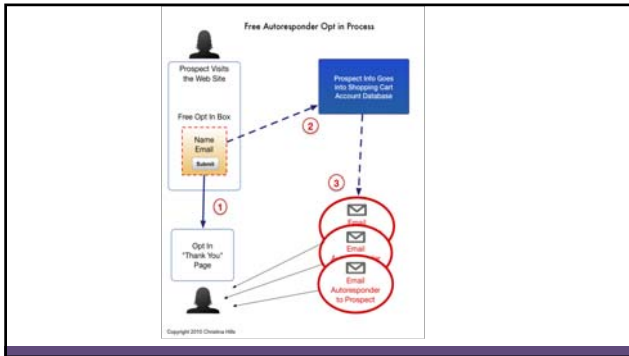
What's Your Opt In "Goodie"?



Choose Your Opt In Goodie Format

- Videos
- PDFs
- MP3s Audios
- Checklists
- Digital Downloads
- Live Webinars
- Live in Person Event
- Free consultation
- Teleseminars
- Resources/Rolodex
- Mindmaps
- Software/Tools





How an Email System Works

List Building Email System

Inside Your System You Need:

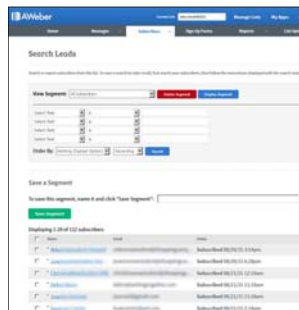
- List to put the subscribers in your email system.
- Autoresponder sequence or a broadcast
- Web Form

The diagram, titled "Single Opt in Process", follows a similar three-step process. Step 1: A prospect visits a website and fills out a "Free Opt In Box" with Name, Email, and a Submit button. Step 2: The prospect's information is sent to a database where it is stored as "Prospect Info Goes into Email Marketing Account Database". Step 3: The prospect receives an "Opt In 'Thank You' Page" and is added to an "Email Autoresponder to Prospect" sequence, shown as three stacked envelope icons.

List of People:
Names and
Email Addresses



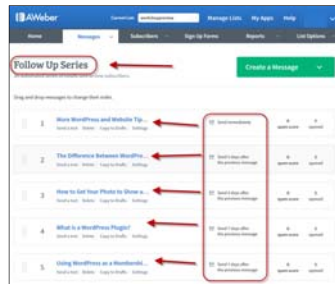
List Container
inside Your
Email System



Autoresponder
(Message)
Sequence

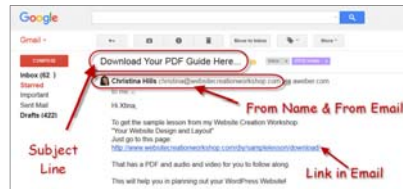


Autoresponder (Message) Sequence



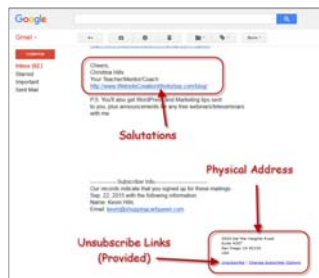
Anatomy of an Email (Part 1)

- Subject Line
- From Name
- From Email Address
- Reply Email Address
- A Link in the Email

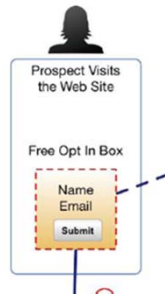


Anatomy of an Email (Part 2)

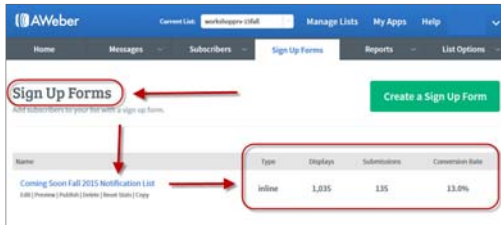
- Salutations
- P.S. (Optional)
- A physical address
- Unsubscribe Links (Provided by the Email Company)



A Webform

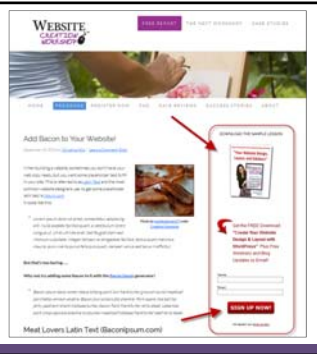


Web Form



How to Put Your Opt In Box on Your Site

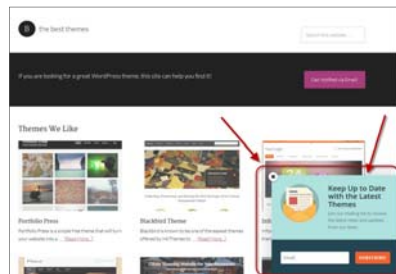
Opt-In Box on the Sidebar



Opt-In Box in Your Content Area on a Page or Post

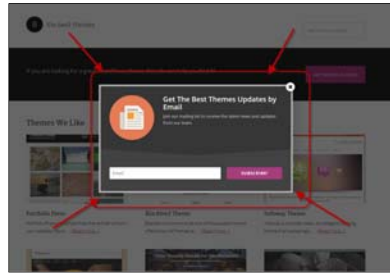


Opt-In Box in a "FlyIn" Lower Right



Pop Up Hover Opt-In Box

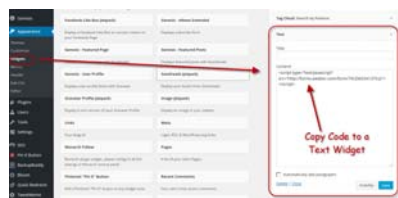
(Site is Greyed Out)



Use the Text Tab to Put the the Opt-In Box in a Page or Post



Or Add as a Text Widget



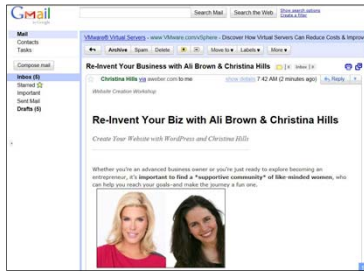
Demo Adding an Opt In Box

Automatic Email Broadcasting with WordPress

**Example #1:
Blog Post (or
Newsletter
Article) Live on
the Website**

The screenshot shows a WordPress blog post titled "Re-Invent Your Business at SHINE!" by Christina Hill. The post content includes an introduction about entrepreneurship and a call to action for a "Website Creation Workshop". An opt-in box is overlaid on the right side of the post, titled "Get Training and Blog Updates by Email", with fields for "Name" and "Email" and a "Sign Up" button. A red arrow points to the "Sign Up" button.

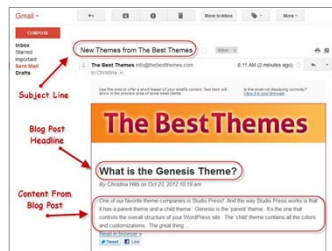
Post is Emailed to User



Example #2: Free "Blog Broadcasting" with MailChimp

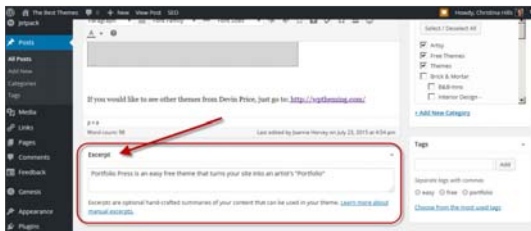


Blog Broadcast Email That Automatically Goes Out

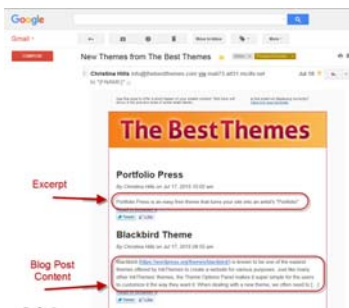


What are Post Summaries (Excerpts)

What are Excerpts?



Excerpt vs Blog Post



Excerpt in the Feed



Who can do "Blog Broadcasting"



What is RSS ?



What is RSS (Really Simple Syndication) and Why You Care?



Get Your FREE 7 Day Video Course on Selling Online with Your Shopping Cart System

Name:

Email:

Send Me FREE Videos

Search Go

Subscribe via RSS

- RSS Feed
- Add to Google
- My Yahoo!
- My AOL
- Hot with News
- Live.com
- Twitter

christinablaudio.com The First Source of my presentation

Sample "RSS Feed"

Website Creation Workshop - Nicole Corbin

Subscribe to the feed using Live Bookmarks

Show me Live Bookmarks to subscribe to feeds

Subscribe Now

Website Creation Workshop

Learn to use WordPress as a Website with Christina Hill

Facebook & Twitter For Dummies

How to Develop an Open Your Business Using The Top Two Online Social Networks On Wednesday, March 25th, I interviewed Social Media Expert Rae Smith (@raesmith) on using Twitter and Facebook to build relationships and drive traffic. Check out our relationship plan as a resource "just in case" for your personal use. (Sign for Facebook and...)

Go Grab Your Twitter Name

Twitter and Facebook are the hottest social media tools out there now. They certainly are the largest. (Although really blogging's most popular.) To get the most out of these tools, you'll need a Facebook account, but not everyone has a Twitter account. Twitter is a free blogging platform that lets you share a "tweet" of up to 140 characters.

How to Get Your Photos to Show Up in Your Comments

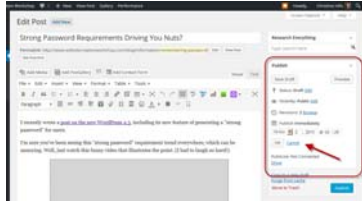
You may have noticed on many WordPress Blog/Websites that when people make a comment a little tiny photo of them shows up. But when YOU make a comment, all you get is that "member name in grey. Sigh! Well, it should be to have an image next to your comments on any WordPress website [...]

Look at These Great Shared Websites

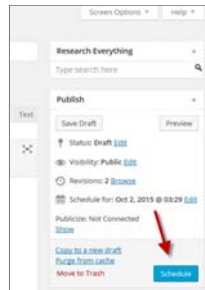
Here are some websites my students created after they went through my training. None of these people are "rich!"

Automation: Scheduling Out Your Blog Posts in WordPress


**Edit the Date to
be Published
and
Click on “OK”**




**Click on
“Schedule” to
Have Post Go
Public on That
Date**



**What are the Different Email
Marketing Systems ?**



<http://christinahills.AWeber.com>





- Easy to include/exclude segments for targeted mailing
- Provides templates
- Allows **blog broadcasting**
- High deliverability
- Good reporting
- Pricing varies based on the number of subscribers

MailChimp

- User-friendly interface with templates
- Detailed analytical data
- Free plan available for starters (without autoresponder feature)
- Paid plans come with variety of features like automation and email delivery by time zone
- Allows **Blog Broadcasting**

www.ChristinasResources.com/mailchimp






Helping small business do more business.®

- Intuitive and easy to use – works well for simple email marketing
- Autoresponder capabilities are **very limited**
- High-level plan comes with event marketing/registration and survey features
- **Top Marketers DON'T Use it!**


www.christinasresources.com/constantcontact



iContact

- Allows easy segmenting
- Pricing varies based on the number of subscribers
- Relatively user-friendly interface


<http://www.christinasresources.com/icontact/>



**MarketersChoice
ShoppingCart**

- Email Marketing integrated with a Shopping Cart and an Affiliate Program
- More learning curve than other systems that focus only on email marketing


<http://www.marketerschoiceonline.com>



Infusionsoft.
Small Business Sales & Marketing

- Full Internet marketing suite with an email marketing module as a part of it
- Allows detailed segmentation and marketing automation
- For advanced Internet marketers
- **VERY EXPENSIVE**

www.christinasresources.com/infusionsoft/









LeadPages

www.ChristinasResources.com/leadpages

- Lets you quickly create opt-in pages, sales pages, and thank you pages with their templates/hosting
- All templates are designed for good conversions
- Can be easily connected to WordPress site via a plugin

Landing Page



Landing Page Pop Up



"Thank You" Page with Download



Webinar Opt In Page



"Thank You" Page



Click Funnels



Click Funnels

www.christinasresources.com/clickfunnels

- Lets you create series of pages to create marketing funnels
- Funnels include opt-in, sales, webinar, and membership sites
- More design customizations possible than LeadPages

OptimizePress

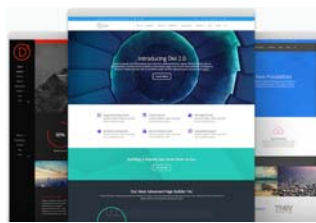


OptimizePress

www.ChristinasResources.com/optimizepress

- WordPress Theme (or Plugin) that let's you build Opt in pages
- Free basic plan including 10 pages and hosting (with their URL), with an option to upgrade

The Divi Theme



www.christinasresources.com/divi

The Divi Theme

www.ChristinasResources.com/divi

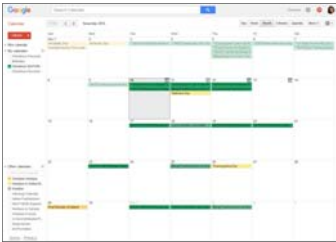
- WordPress Theme (or Plugin) that let's you build Authority Sites, Landing pages, Sales Pages, and Blogs!



The Day to Day Process of Email Marketing

Google Calendar is Free & Easy

Keep Track of When You are Mailing Out



Google Calendar

Email Marketing in the "Cycle of Improvement"



Pick What You Want



Relax Into It



Have Fun in the Process!



Website
Transformation
Workshop



with Christina Hills

Questions on
Email Marketing?
