

Email Marketing

Convert Kit- <http://mbsy.co/convertkit/32317211> (affiliate Link)

Aweber- <https://www.aweber.com/>

Mailchimp- <https://mailchimp.com>

It's imperative to have an email list because you are building a solid potential customer/reader base.

Once you've created an Opt-In/lead magnet, it's time to create email sequences for your readers. Email sequences tell a story and it builds your credibility. These become incredibly useful when you are promoting a new offer on your blog or series.

You should have at least 4 emails ready for your sequences.

Here are example of what an email sequence should resemble.

First: Build Trust

Try providing your readers with an authentic story about yourself and how your blog or service can help them within the 1st or second emails.

Ex:

Hey *subscriber*

I'm Cia, and I provide boss babes with healthy heart and healthy pocket tips.

I'm an artist at heart, but I'm obsessed with systems and analytics. They give me a rush!

I know. Weird right?



After spending all of my time (and money) on school, I discovered my love for physical health and finances! It allows me to combine my creativity with my analytical skills. I'm able to intuitively identify what aspiring health fanatics are struggling with and spot areas of opportunity in their finances.

Envisioning the exact steps that you should take to go from feeling overwhelmed to overjoyed in your **#healthylifestyle** journey is my secret superpower.

Because who the hell wants to be unhealthy?!

But I know the struggle...

As women, we often underestimate how freaking brilliant we are.

I stepped into my power and never looked back.

Which brings me to you.

Subscriber, I want to hear YOUR story.

Go ahead—hit **reply!** How can I help you, and what kind of content do you really need? **Is there a specific training or freebie that I would really answer all your questions?**

I can't WAIT to hear from you!

-Cia

Second: Provide Value

Hey *subscriber*!

Before my hubby and I decided to take charge of our finances, we were "livin' the life". Basically, we would pay our bills then enjoy what was leftover. We were your typical DINKS (*Dual Income No Kids). I'm not gonna lie....it was nice.....REEEAALLY nice. BUT, when those bills started rolling in, it wasn't so fun. Once I was introduced to some AMAZING financial mentors my whole outlook on not only money but life changed.

The #1 thing that not only helped but created our debt free life was a BUDGET.

Budgeting is an essential part of becoming financially free. Even if you make over \$1M/year, you still need a budget. Fortune 500 companies have multiple budgets, so the best thing you can do for you and your family financially is to create a budget. There isn't a better time than RIGHT NOW to create one. Start 2017 on the right financial foot.

Even if you have a great budget, there is always room to make it better.

Join me Friday Dec. 16th at 11AM EST for a FREE LIVE Budgeting Workshop + Financial Q&A.

I'll show you:

- How to analyze your cash flow
- I'll be sharing my personal financial highs and lows of the year

- Planning our Savings goals
- How to Build a Better Budget and much more!

Sign up now and unlock my budgeting secrets and apply them to your own budget! If you can't make it live, a replay will be available for a short period of time.

Many Blessings,

-Cia

Third: Highlight Your Offer/ Blog Series

Hey *subscriber*,

Remember yesterday when I hinted at the limited-time enrollment with bonuses for my challenge?

Well, my friend, it's HEEEEERE!

Click here to learn more and enroll in the Budget Challenge

Now, what is this Challenge about?

Budget Boss Challenge shows you my proven, step-by-step process for getting out of debt (and staying out of debt), have the right money mindset, setting up sinking funds, reconciliation, and an overall plan for your future.

It is NOT full of hard to understand "theory" or run-of-the-mill suggestions you could just find on Google.

Using these strategies, I was personally able to pay our way out of debt, set up an easy system that literally takes 15 min to reconcile each month, and fully fund our emergency fund.

And now I'm showing you how to do it to.

Enrollment is only open for a very limited time. Make sure to check it out soon because I've also got some VIP bonuses that you'll get if you enroll by TOMORROW at 8 PM EST.

Those bonuses include...

1. The Productive Life Course (\$197 value)

This course will teach you how to take control of your schedule, balance your life, and gain 6 hours each week!

2. A 30% off coupon code....YES YOU READ THAT RIGHT...use the coupon code **30OFF** for 30% off of the price of the 30 Day Challenge for either package.

I understand its right after the holidays, plus who doesn't like a good coupon to use! :) If you've been wanting to take control of your finances, **NOW IS THE TIME!**

-

Cia

