

how to turn your

EMAILS into SALES





Worksheet #3

Blueprint

An Introduction to the Email Marketing Edge Blueprint

When getting started with email marketing, or wanting to lift your results to the next level, it can be overwhelming trying to get your head around all the moving parts.

In this Blueprint, Michelle Falzon shares her Email Marketing Edge system so you can get a birds eye view of how your email strategy fits together, based on the three key parts of the Email Marketing Edge System:

Email Marketing Edge System





FOUNDATION

WHAT

Ultimate Desired Conversion Activity

- Underlying
- Literal

Offer Packaging

- Naming/branding
- Inclusions
- Risk Reversal
- Pricing
- Bonuses

WHO

Your Ideal Client

- Big Problem (Literal or Underlying)
- Big Want (Literal or Underlying)
- Big Objection (Literal or Underlying)

Documenting Your Avatar

- Existing Data
- Interviews
- Surveys
- Name
- Image
- Avatar Template (B2B & B2C)

Segmentation

- By Avatar
- Demographic
- Buying Behaviour
- Connection Stage
- Usage
- Source

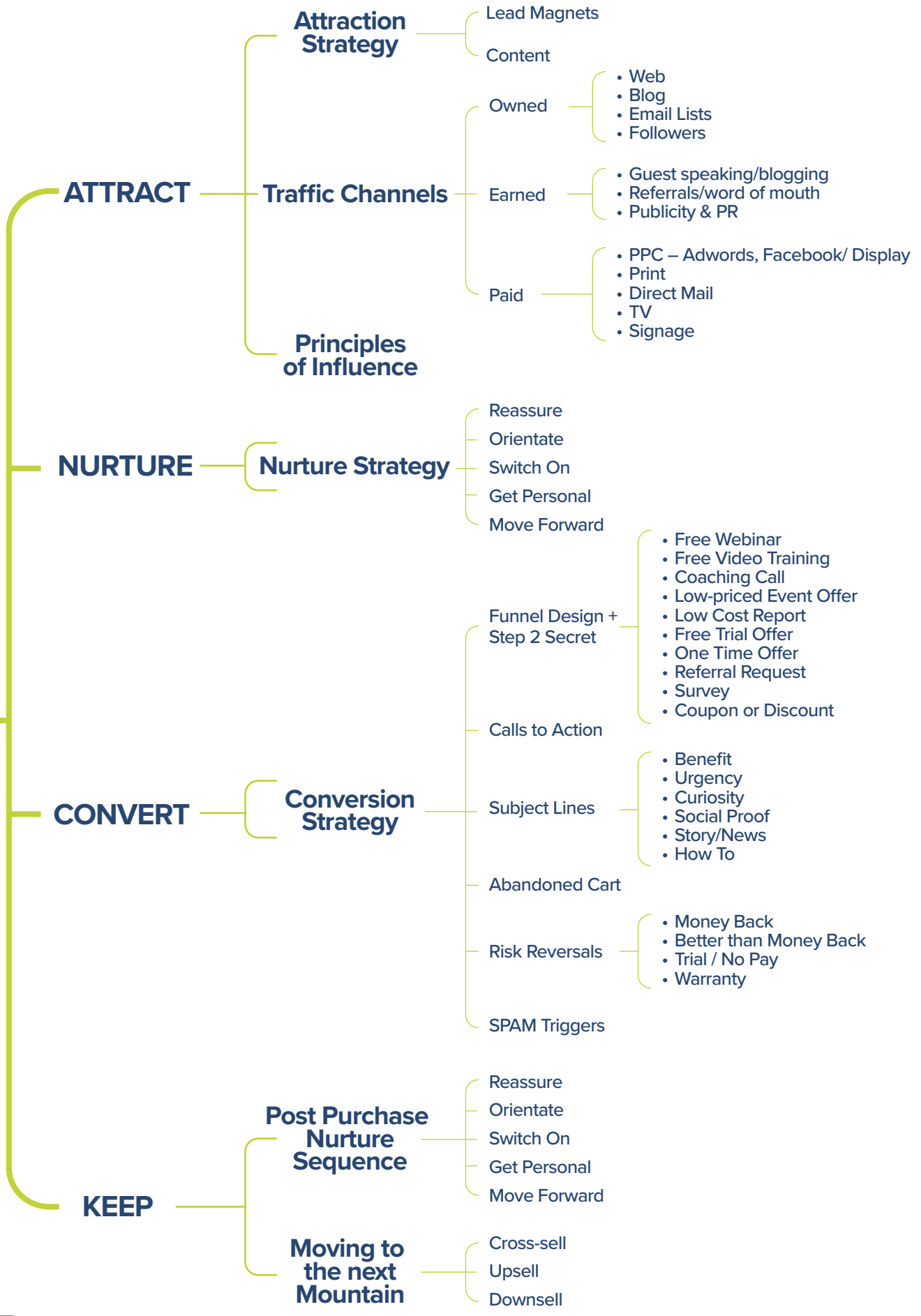
HOW

Your Client Journey

- The 4 Connection Stages
- The Psychology of the Funnel
- The Tarzan Principle



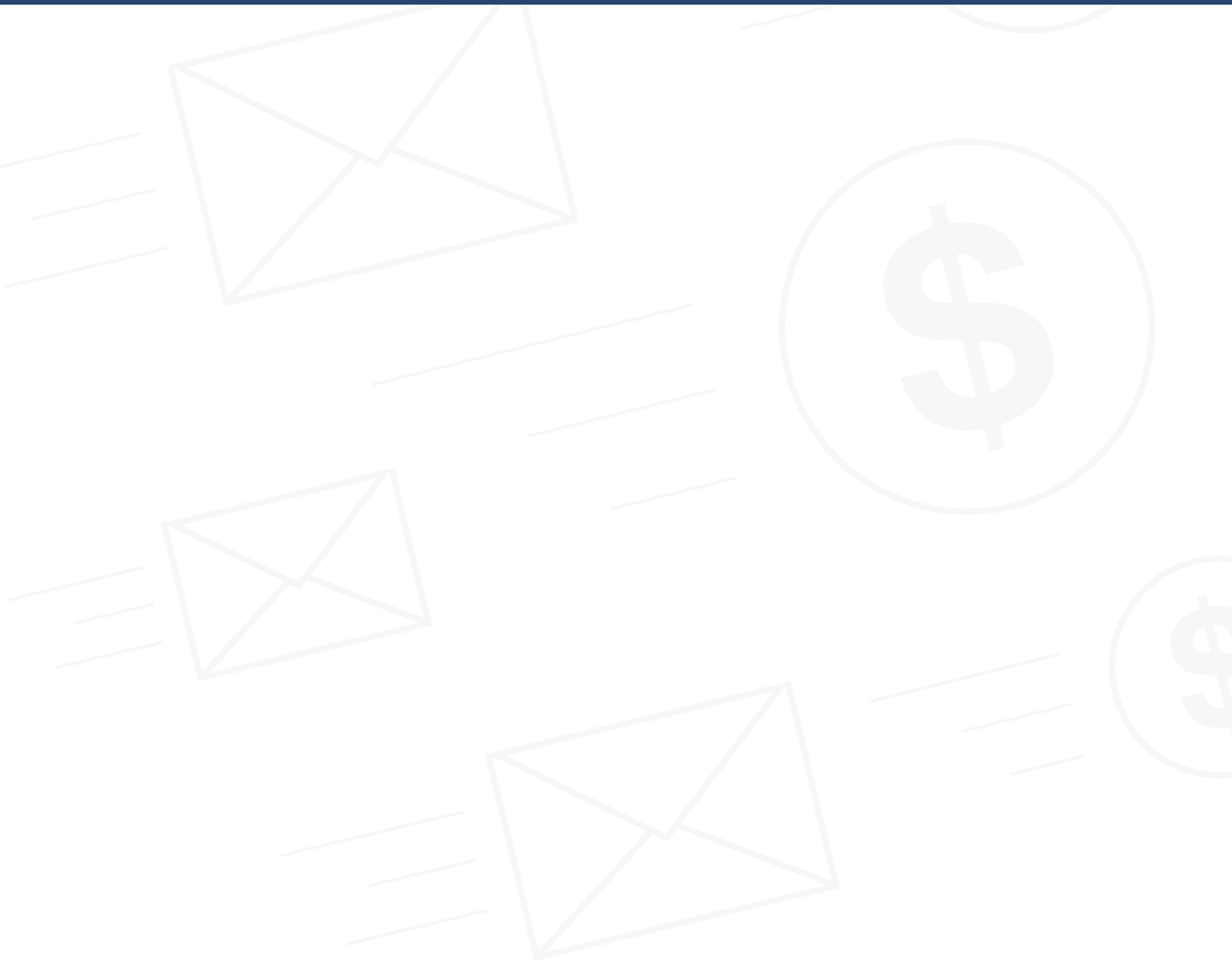
CONNECTION





IMPLEMENTATION





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