

WriteCome.com Presents...

# **SUBSCRIBER** RE-ENGAGEMENT **PLANNER**

HOW TO BRING YOUR EMAIL  
SUBSCRIBERS BACK TO LIFE



[www.WriteCome.com](http://www.WriteCome.com)

## **INTRODUCTION: DON'T GIVE UP HOPE IF YOU DISAPPEARED FROM YOUR EMAIL SUBSCRIBERS**

It happens to the best of us: we have great plans and intentions for growing our businesses and we vow to email our subscribers regularly; but then life and/or business events get in the way and those awesome plans are forgotten or given a lower priority. Whatever you do, don't condemn yourself or consider this an epic failure. The beauty of being human is we're allowed to make mistakes and there's always a way to start over again.

Yes, if you stop emailing your subscribers you run the risk that they will forget about you and start deleting your emails when you start writing again. One way to combat that problem is to create a brand new freebie just for these subscribers, as a kind of peace offering and to once again show them your expertise. For some, that freebie will be enough incentive to stay subscribed; for others, they may unsubscribe after downloading your freebie. Don't give the unsubscribes a second thought; they just identified themselves as people who aren't interested in what you have to offer and that's OK! Instead of begging and pleading for them to come back (and never spend a dime on your services), move on and attract new followers in your target market.

Another way to win your subscribers' trust is to be honest and authentic about why you disappeared. One virtual assistant I know stopped emailing her list for quite a few months because she had a baby and her oldest child went off to college, so she was adjusting to a lot of life changes in addition to working on her client work in between diaper changes. Sometimes life just takes priority and we adjust the best we can. I don't think anyone would fault her for not emailing her list during all of this chaos.

In a perfect world, having a contingency plan for that unexpected chaos would keep your business running smoothly so it's worth thinking about having a budget for outsourcing. A virtual assistant can help you keep up appearances during difficult times but making this outsourcing process smooth requires quite a bit of pre-planning and budgeting.

Marketing your business should never have an end date; it's a continuous cycle where you should always have prospects entering your sales funnel and inquiring about your services and programs. So even if you have to start nurturing these cold contacts all over again, all is not lost because you will attract others with your offers and marketing efforts. Going forward – and with the help of this planner – you will create a process for staying in touch with your email list and you'll be excited to make offers instead of dreading what to write. It's all in the planning!

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**Exercise: Evaluate your current email practices.**

### Answer These Questions About Your Current List

- How big is your current list? (# of subscribers)
- How active is your list?
  - Do they open your emails?
  - Do they click on links?
  - Do they make purchases?
- When was the date of the last email you sent?
- How often did you email prior to that?
- Do you have an opt-in freebie?
- When was the last time you updated your freebie?
- Have you ever offered a different freebie, either a different topic or format?
- Is your freebie still relevant to your target market?
- Do you know + understand what your target market needs?
- Do you promote your email list on social media, on your website, and in blog posts?
- Do you have a list of services, programs, or affiliate offerings that your subscribers will benefit from?

## **STEP ONE: RENEW YOUR COMMITMENT TO COMMUNITY BUILDING**

When was the last time you reached out to your email subscribers? Was it yesterday, last week, or last year? When you DID reach out to them, what was the purpose of the letter? Were you trying to promote an affiliate product, tell them about your latest coaching class, or did you want to share some news that will help them resolve a problem?

Instead of seeing your email subscribers as simply a way to make money, think of them as your community, the group of people who look up to you to help them solve a problem. We've all heard "the money is in the list," right? But who's going to spend money with you if they don't know you? Just because you send an affiliate link doesn't mean they will trust you enough to believe your recommendation. Heck, if they don't recognize your name, they probably will report you as a spammer and not even open your email to see the offer. This is no way to run a business.

### **Build Relationships, Not a Cash Cow**

Email is about making a connection through real relationships and it's impossible to have a relationship with someone who disappears for weeks, months, or years at a time. If you think of your list strictly as a way to make a buck, that attitude will show through your writing and absolutely no one wants to be used that way. If this is your plan, you will chase people away instead of attracting them.

Relationship building requires a commitment on your part to provide consistent value to your community on a consistent basis. Even if you decide to email weekly or biweekly, fill that newsletter with valuable tidbits they won't find elsewhere. Show your subscribers that you actually care about helping them instead of just using them for a buck.

### **How Often to Send Emails**

This one question is constantly up for debate but there's one belief that is universal: if you don't email on a regular basis, you run the risk of your audience not remembering you and thereby deleting your emails without reading. The debate circles around what's considered a "regular basis".

Angela Wills is the owner of the [Laptop Lifestyle Business Club](#) and firmly believes in emailing her list every day and including an offer every day. The bodies of her emails vary in length and very often include a personal story that somehow relates to the offer of the day. With this practice she cultivates a relationship with those who find great value in her emails while also allowing people to qualify themselves by unsubscribing if they don't want her messages so frequently.

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Every audience will differ in how frequently they want to hear from you. If you want to test your audience, set up an experiment for two weeks where you email once a week or every other day; then for the following two weeks, change your frequency to daily. Track the number of opens and unsubscribes for each of those two week time periods and you'll have a better idea of what your audience wants.

Of course, there will always be differing opinions, even within one target audience; some will prefer once a week news while others will love to hear from you daily or every other day. Take into consideration how often you can realistically send emails and couple that with the results of your frequency experiment and use that as a starting point.

***Exercise: Set your email marketing intention.***

How Often Can I Email?	My Email Goals Are...
In a perfect world...	1.
In a realistic world...	2.
(take note, these answers can always change!)	3.
Topics I Can Write About	Offers I Can Make
<input type="radio"/>	1.
<input type="radio"/>	2.
<input type="radio"/>	3.
<input type="radio"/>	4.
<input type="radio"/>	

## **STEP TWO: REVIEW YOUR CURRENT OPT-INS**

Great engagement relies on consistent messaging. Your free content should naturally lead to your opt-ins, which should naturally lead to your paid offers. If that's not happening, there may be a disconnect for your audience.

### **Free Content for the Largest Number of People**

Your free content is available to all the millions of people online. This includes your blog posts, your social media posts, infographics you post on your website or social media, free Facebook Live videos, YouTube recorded videos. Basically anything you post online should lead your followers to your opt-in offer.

### **What Problem Does Your Opt-in Solve?**

Planning a great opt-in for your newest subscribers involves thinking about your target market. Who do you want to attract to your list and what are their struggles? How can you help them now while also showing them that you have more solutions in your paid programs?

For instance, a health coach may offer some easy, healthy recipes as an opt-in to give their subscribers a quick taste of healthy eating while saving all their best advice for their "Battle the Bulge" weight loss program. A business coach may offer a bookkeeping checklist for their clients to use when balancing their books every month while saving their best business advice for their one-on-one paid coaching sessions. Opt-ins are designed to give a taste of your coaching style and knowledge; you're not expected to give away everything you know for free.

### **Is Your Opt-In Outdated?**

When was the last time you read your own opt-in? Is the information up-to-date? Or is there a better process for accomplishing what you promised? If you want to be a leader in your field, it's up to YOU to do the research and then share it with your followers. If you're passing along outdated information, your followers will doubt your dedication to helping your audience and they might also question your credibility.

### **Does Your Opt-in Have a Sexy Title that Grabs Attention?**

Your title should explain its purpose but with unique, eye-catching words or phrasing. Even if you're not a copywriter, brainstorm some ideas with business friends to spice up your title. "Top 10 Reasons to Start a Blog" may be accurate in its description of your opt-in but it's terribly boring.

### **Make Your Opt-in Action-Based**

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It's one thing to teach your subscribers something new but by incorporating a checklist or easy-to-follow action steps, you will encourage them to do more than just read your report. You don't have to promise the world – or the same result as one of your paid programs – but encourage them to follow your steps to reach a smaller goal.

### **Change Your Opt-In on a Regular Basis**

Instead of offering the same opt-in for years on end, why not switch things up a bit by changing your opt-in offer every quarter, or every month if you're really ambitious. Different opt-ins allow you to segment your list based on their interests and you can also mention different calls-to-action throughout each opt-in. Monitor how many new subscribers you attract with each opt-in or set up an A/B test between two different offers to see which one performs better.

### **Not Everyone Will Opt-In...and That's OK**

Once the public at large hits your opt-in page, they need to make a decision about whether or not to give you their email address. Sweeten the offer with an opt-in gift, such as a chapter of your eBook, a short report, or a useful checklist. Giving away free content in exchange for email addresses is a well-known marketing tactic. This content will help solidify your credibility as an expert in your field and will encourage subscribers to look for your regular emails in their inbox.

One important note to remember: not everyone will opt-in and the reasons are numerous. Some people hold their email privacy very tightly; others might have an overflowing inbox and can't bear to be on another list. Or, maybe your opt-in offer simply doesn't grab their attention or assist in fixing their problem. Don't worry about those who do not subscribe; you're just not right for them. Instead, take special note of those people who DO subscribe and treat them like gold. They have decided on their own that you have something to offer them and they want to hear more. Don't disappear on this group of subscribers; build a relationship instead.

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**Exercise: Create consistent messaging.**

Target Market Demographics	
<ul style="list-style-type: none"><li>• What do you know about your audience?</li><li>• Has your audience changed over time?</li><li>• Have their struggles changed over time?<ul style="list-style-type: none"><li>○ If so, what's new?</li><li>○ Can you help with those struggles?</li></ul></li></ul>	
Review Your Messaging	
<ul style="list-style-type: none"><li>• Review your <b>website pages + blog posts</b>:<ul style="list-style-type: none"><li>○ Is this info geared toward your current audience?</li><li>○ Is it valuable to your current audience?</li><li>○ If not, rewrite these pages to reflect your business and how you can help your current audience.</li><li>○ Do you have a current headshot?</li></ul></li><li>• Review your <b>current email series</b>:<ul style="list-style-type: none"><li>○ How old is the series?</li><li>○ Are the messages out of date?</li><li>○ Do they still reflect your business?</li></ul></li></ul>	<ul style="list-style-type: none"><li>➤ If necessary, hire a ghostwriter or branding specialist to assist with the rewriting.</li><li>➤ If necessary, hire a virtual assistant who is knowledgeable about your email provider and who can help you review/rewrite these messages.</li></ul>

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<ul style="list-style-type: none"><li>○ Check all links – do they still work?</li><li>○ If using an email template, is the design current and does it reflect your company’s branding?</li><li>○ Check your signature; is it current? Do links work?</li></ul>	
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### Review Your Current Opt-in Freebie

<ul style="list-style-type: none"><li>● Is the topic up-to-date?</li><li>● Is the topic relevant to your audience and your business message?</li><li>● Did you design a catchy cover graphic with your branding? Does it need updating?</li><li>● Does the title grab attention? Does it describe the benefit of the freebie?</li><li>● How long have you used this opt-in?</li><li>● How many subscribers did this opt-in attract?</li><li>● What other topics would your audience find useful or valuable?</li><li>● How often can you realistically create new opt-ins to attract more subscribers?</li></ul>	
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### **STEP THREE: ASK THEM WHAT THEY WANT AND NEED**

When in doubt about what your community needs from you, simply ask them. No guessing or using information you gathered about your market that's five years old. If you change over time, chances are your community will change as well, including their struggles and what they want and need to learn from you.

One very simple way to gather this information is by creating a customer survey email to find out what your community truly needs from you. You have the option of asking questions within the email itself or sending your subscribers to a survey platform, such as [Survey Monkey](#), to complete the survey. Survey platforms often have free versions so there shouldn't be any extra cost to you for using this format.

#### **Keep Your Surveys Simple**

Have you ever gotten any printed surveys in the mail that have 50 questions with small bubble dots you have to color in? What's your response when you open up one of those? Right, it looks too long and you either toss it in the garbage or put it somewhere "safe" to complete later (which really turns into never). If you want multiple responses from your survey, keep the questions short and keep the total number of questions limited.

Questions that require a simple yes/no answer or that you can fill in a simple dot to answer will give you the most responses because it's simple and straightforward. Any questions where you ask for input and want people to write detailed responses won't get as many responses simply because there's more thought involved. However, if you word the questions to show that you're asking so you can help solve this problem, you can appeal to their emotions and elicit a response that way.

Another reason to use a survey platform is how they store your survey responses. Instead of searching for errant responses in your email inbox, simply log in to the platform and all the answers to each survey are stored neatly, all in one place.

#### **Offer Your Subscribers a Prize**

If you're worried about a lack of response, offer your subscribers a bribe for answering the survey. It can be as easy as a free download or a free trial to your membership club. Think of something simple yet valuable that will encourage your subscribers to complete the survey in order to get their prize.

Never be afraid to ask questions of your community. You're not a mind-reader and the only true way to know if your community's needs have changed is to ask them directly. You might just be surprised at the answers you get.

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**Exercise: Create a survey.**

Research Survey Platforms	Questions to Ask
<ol style="list-style-type: none"><li>1. <a href="#">Survey Monkey</a><ul style="list-style-type: none"><li>• Pricing: _____</li></ul></li><li>2. <a href="#">Crowd Signal</a> (formerly Poll Daddy)<ul style="list-style-type: none"><li>• Pricing: _____</li></ul></li><li>3. <a href="#">Survey Gizmo</a><ul style="list-style-type: none"><li>• Pricing: _____</li></ul></li><li>4. Others...</li></ol>	<ul style="list-style-type: none"><li>• What are their pain points or biggest struggles?</li><li>• What type of help do they need to get past this struggle?</li><li>• How long have they had this problem?</li><li>• What other solutions have they tried in the past?</li><li>• How are these struggles holding them back?</li><li>• Others...</li></ul>
Create a Prize for Answering the Survey	
<p>Brainstorm some ideas about what your audience would find valuable enough to spend 5 minutes completing your survey.</p> <p>Examples: training video, audio class, short report, 7-day trial of your membership group, checklists/forms...</p>	

## STEP FOUR: GET PERSONAL

Let your community get a glimpse behind the curtain and see what's really going on in your life and/or your business. It makes you human and creates a stronger connection. Of course, be careful with how much information you share as you don't want to attract stalkers but relating to your community on a personal basis will endear you and show them you're about much more than making money.

For instance, Angela Wills from Laptop Lifestyle Business Club talks about her little sidekick (aka daughter, Ella) quite a bit and she has made cameo appearances on some club video calls. Likewise, Angela is also very transparent with her club in terms of sharing what has worked and what hasn't worked for her own business. She's always quick to share her perspective and if she doesn't know an answer, she'll go in search of it. This honest transparency is what endears her community members and has turned them into loyal PAYING members year after year.

Here are some other examples of what to share with your community:

- The Book Ninja Kristin Joy [livestreamed her wedding in 2016](#).
- Bob Jenkins and life coach Therese Sparby shared on Facebook how they combined both of their last names to create a brand new last name after their first child was born.
- Speaker Carrie Wilkerson shares occasionally on Facebook about how adoption has played an important role in two generations of her family.
- Hospitality business consultant Kate Buhler of ProfitableToTrain.com documents her jet-setting, world traveling business trips by [posting pictures of faraway places](#) many people will only dream of seeing.

Plus we have the usual sharing of weddings and baby announcements, first days of school, religious ceremonies, sporting events and dance recitals. In other words: don't be afraid to share some personal stories with your community! As the old adage goes, "All work and no play makes Jack a dull boy." Work can certainly be all-consuming most days so let a little bit of fun and levity into your work day with these endearing personal stories.

Of course, there is such a thing as Too Much Information, as in the story of a beauty product distributor who was lambasted for sharing intimate bedroom details with her private group using very graphic descriptions. Always think about your audience and then think about if you would repeat this story to your mother, sister, or daughter. If it borders on the edge of TMI, don't use that story and move on to something a little less

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risqué. And don't think your risqué story will be safe in your private group; leaks are bound to happen!

**Exercise: Write a "Here's What I'm Up To" email.**

Reintroduce Yourself to Your Subscribers	
<ul style="list-style-type: none"><li>➤ Who are you?</li><li>➤ How long have you been in business?</li><li>➤ What's your business mission?</li><li>➤ What's your passion?</li><li>➤ Why are you in this business?</li><li>➤ Where have you been/Why haven't you stayed in touch? (Honesty + authenticity here will start building trust)</li><li>➤ Include ways to contact you</li><li>➤ Make an offer:<ul style="list-style-type: none"><li>○ Include a link to your more in-depth About page on your website</li><li>○ Include a video link so they can see and hear you explain your business</li></ul></li><li>➤ What else do you want to include?</li></ul>	<ul style="list-style-type: none"><li>➤ Don't overwhelm your readers with a lengthy diatribe.</li><li>➤ Include a short synopsis and then get into more detail in a video or on your About page.</li></ul>

## **STEP FIVE: BRING THEM BACK TO YOUR BLOG**

Everyone is busy and that means we forget about those great blogs we used to love to visit. With the popularity of social media, blog traffic has declined significantly unless you're publicizing your awesome content. If yours has content your community may have missed, be sure to let them know via your regular emails or via social media. Driving traffic back to relevant blog posts is a great way to create more engagement, both on your blog post itself as well as on your social media post. Engagement equals more views and more community members, which equals more name recognition and, eventually, more sales.

### **Optimize Your Blog with Links and Calls-to-Action**

Once you devise a plan to drive traffic to your blog, you need to optimize each blog post wisely. Lynn Terry at ClickNewz.com is the Queen at optimization, as you can see in this [particular blog post](#). Notice first that this post is chock full of valuable content and ideas, which is what readers need. In the very first sentence is a link to Lynn's paid membership group. This link, however, goes to another blog post which is a full, in-depth description of the membership and what members receive in exchange for their payments. Instead of diverting the reader to a long, boring sales letter, an in-depth blog post with lots of detail is more welcoming.

The second link as you scroll down the post leads to a closed Facebook group where Lynn is very active with her members. Although this is a free group, the potential for members to purchase through Lynn's affiliate links or to join her private membership group increases, simply because this is another way they get to know and trust Lynn.

Keep scrolling down the original blog post and you'll notice two more affiliate links, one of which leads to a free webinar. Don't discount using free affiliate tools as promotions! Once your lead tries the free tool, if they purchase something different, you will get credit for the sale.

So, within this lengthy blog post – which is very well written and is very natural sounding (no keyword stuffing here) – there are a total of six links from which Lynn has the potential to earn some money or attain new members in her brainstorming group, all while supplying value for those who don't have any interest in her offers.

### **Write with a Purpose**

When you're writing content for your blog, always write with a purpose in mind. Do you have an offer to add that makes sense? Even if your purpose is to start a conversation in the comment section, write with that in mind and then TELL your readers to share their thoughts. Once you get people leaving comments, go back and engage them with more

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questions, just as you would have a phone conversation with your BFF. If you want more email subscribers, add an opt-in box at the end of the blog post. Or put a link within the body of the post if it makes sense.

Remember, you don't want your audience to feel like you're out to make a buck on them but at the same time, if you're providing good value and have offers to recommend, you'll do your community a disservice not to mention them. Making offers within the confines of a well-written blog post is much more acceptable than spamming links all over social media. You're building trusting relationships, not looking to make a quick buck then disappear.



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### *Exercise: Write a "Here's What's New" email*

Review Your Current Content	Next Steps
<p>Blog Posts</p> <ul style="list-style-type: none"><li>• Most relevant</li><li>• Rewrite/update as needed</li><li>• Add links</li><li>• Add calls to action</li></ul>	<ul style="list-style-type: none"><li>○ Cross promote all your new content via email list + social media</li></ul>
<p>Social Media Profiles</p> <ul style="list-style-type: none"><li>• Optimize each profile with contact + website info</li><li>• Link to other groups + online profiles where you're active</li></ul>	<ul style="list-style-type: none"><li>○ Publicize new links on all your platforms</li></ul>
<p>Social Media Posts</p> <ul style="list-style-type: none"><li>• Turn short posts into longer blog posts, videos, or audios</li><li>• Publish on your website, on social media, or use as opt-in freebies</li></ul>	<ul style="list-style-type: none"><li>○ Hire a VA to assist with scheduling and/or keeping a spreadsheet with links</li></ul>
<p>Email Content</p> <ul style="list-style-type: none"><li>• Update/rewrite old autoresponder series</li><li>• Take that info + create new videos, audios, blog posts, or opt-in freebies</li></ul>	<ul style="list-style-type: none"><li>○ Plan fun social media contests + invite your subscribers to join in</li></ul>
<p>eBooks or Short Reports</p> <ul style="list-style-type: none"><li>• Use quotes as social media conversation starters</li><li>• Use one chapter as an opt-in freebie</li><li>• Record one chapter as an opt-in freebie audio/video</li></ul>	<ul style="list-style-type: none"><li>○ Publicize via email list + social media platforms</li></ul>

## **STEP SIX: INVITE READERS TO CONNECT IN DIFFERENT WAYS**

Got a Facebook group or an Instagram account or a YouTube channel? Make sure your readers know about it. The more ways you connect with your readers, the more likely they will be to engage with your emails.

Expanding your reach across multiple online platforms is smart; after all, what are the chances that your entire target market will use the same platform? Slim to none. You'll discover parts of your community will be spread out across many different platforms and reaching those people and gaining name recognition is the name of the game.

### **Perfect What You Know First, then Expand**

But before you start branding dozens of social media profiles, first decide which platforms you are most comfortable using. For example, if you have never been on video before or don't know the first thing about producing a video, don't rush to create a YouTube channel because it will sit empty. Start connecting with your community members on the platforms you already know and then increase your skillset to learn about others.

Also do some market research about where your ideal community members hang out online. If they're posting fervently on Instagram, then it behooves you to learn how to take great photos on your phone so you can post there, too.

### **Cross Promote Your Online Platforms**

The beauty of using multiple platforms is the ability to cross promote. You aren't the only one who uses multiple platforms so why not tell your community members the other places you hang out? Invite your Instagram followers to your closed Facebook Group; direct your Twitter followers to view more of your photos on Instagram; drive Pinterest traffic back to your blog where you'll have links to all your social media profiles. Again, promote only those platforms you use consistently or you'll show off an under-utilized social media page which will make your followers question your dedication.

### **Optimize Your Email Signature**

Now that you're conversing with your community online, tell them about your awesome opt-in and direct them to that page on your website. If they see the value you provide to your online community and they need the lessons from your opt-in gift, they will give up their email address rather easily. Now create an email signature with your social media links so subscribers can find you.

Do you see how all this is interconnected? It may seem like a complicated web but all these spokes direct your community back to you and your expertise.

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**Exercise: Optimize and create consistent branding across all your platforms.**

Which Ones Do You Use?	Wishlist
<ul style="list-style-type: none"><li><input type="radio"/> Facebook</li><li><input type="radio"/> Twitter</li><li><input type="radio"/> Instagram</li><li><input type="radio"/> SnapChat</li><li><input type="radio"/> Pinterest</li><li><input type="radio"/> Email</li><li><input type="radio"/> Blog</li><li><input type="radio"/> Others:</li></ul>	<ul style="list-style-type: none"><li>➤ Which platforms do you want to learn next?</li> <li>➤ Does your target market hang out on these platforms?</li></ul>
Are My Profiles Optimized?	Your Branding List
<ul style="list-style-type: none"><li><input type="radio"/> Facebook</li><li><input type="radio"/> Twitter</li><li><input type="radio"/> Instagram</li><li><input type="radio"/> SnapChat</li><li><input type="radio"/> Pinterest</li><li><input type="radio"/> Email – create a signature with social links</li><li><input type="radio"/> Blog – create a call-to-action box that appears at the end of every post</li></ul>	<p>Do you have consistent branding across all your accounts?</p> <p>Do all your accounts use your business colors, fonts, headshot + name?</p>
<p>Cross promote your links to your different accounts.</p> <ul style="list-style-type: none"><li>➤ Run a Facebook contest</li><li>➤ Add a video on Instagram</li><li>➤ Add a P.S. offer with link on your emails.</li></ul>	

## **STEP SEVEN: DON'T LOSE YOUR MOMENTUM**

These emails aren't just one-and-done content and you can't build a lasting, trusting relationship by sending a handful of emails. Relationships take time, nurturing, and caring to develop into something more than pen pal status. If you want to build a loyal base of customers who can't wait for your next offering to launch, you need to stay in touch consistently and provide value.

### **Start with an Autoresponder Series**

When someone opts in to your list and receives your free gift, what's your next step? The easiest thing to set up is an autoresponder series which is set up to email scheduled messages at an interval you choose. Usually the very first welcome message is delivered immediately after they confirm their subscription but then it's wise to set up a few weeks' worth of messages, either daily or weekly. The key, however, is to continue adding to this series so there's never a time when your subscribers don't hear from you.

The beauty of a series like this is that ALL your subscribers – no matter what date they sign up to your list – will receive every message in the series. The process is all automated so it saves a ton of time in your schedule figuring out the perfect timing. Broadcast emails are also valuable to use for the same reasons but unlike an autoresponder, only those who are currently subscribed at that moment will receive your broadcast. These are most often used for big announcements or time sensitive offers but once it's sent, it sits in your archive until you repurpose it.

Your autoresponder series should correlate with the topic of your freebie and adding offers to this series – either in the body of the email or as a P.S. – is a common email marketing tactic. Just check with your email provider first if they allow affiliate links; some providers are very picky so read their Terms of Service.

### **Repurpose Your Content**

Ah, repurposing content! So often you hear this term in regards to taking dozens of blog posts and repurposing them into an eBook or vice versa. Or taking an infographic and turning those points into a video series or blog post series. Your email content can also be repurposed in many ways.

- Take parts of your autoresponder series and create videos or blog posts; add them to your membership area or resend to your subscriber list as a bonus.
- If you sent an email about a particular product, write an in-depth review of that product and post to your website.
- For a series that's older than one year, revisit those early emails to update them or expand upon that theme.

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- If the theme of those early emails is still relevant to your business, take those emails and turn them into a new freebie to grow your list.
- Take a chapter of your eBook and create an email series. Don't give away every aspect of your eBook but give them teasers to convince them to buy the book.

Your repurposing efforts are only limited by your imagination. The idea is to not reinvent the wheel but instead use the content you already created in a new way. You want to give your community a glimpse into your coaching style and values without giving away free sessions, which ultimately cost you money. Instead, show them glimpses of you in this repurposed content.

### **Set Up an Promotional Calendar**

Planning is vitally important when you want to take this relationship building seriously. "If you fail to plan, you plan to fail," is a quote you should remember because we all know how easy it is to have the best of intentions, then life happens and our email plans go out the window. In no time you realize it's been MONTHS since you last emailed and now it's almost like starting back at square one because many of those subscribers will have forgotten about you. When they see your name in their inbox, they might hesitate for a second to remember who you are but they will likely delete you without reading. The worst case scenario would be they mark you as a spammer before deleting. Use a calendar to map out your strategy to avoid these scenarios.

Answer these questions:

- How frequently do you want to send emails?
- How many emails will you have in your initial autoresponder series?
- What seasonal holidays or events do you want to use with your promotions?
- What products do you want to promote – both your own and affiliate products?
- What kind of topics will you write about? Will these require research?
- Can I block out large chunks of time to get multiple emails written?
- Can I afford to hire a ghostwriter?

Learn to think like a magazine editor. Believe it or not, they work on their winter holiday editions in July/August, simply because of the time it takes to write the content, get the ads from the advertisers, and to complete the printing process. If you start to work a month in advance, you won't have any more stressed out days staring at a blank computer screen, wondering what you'll write about because you're late emailing your subscribers. You'll always have topics on your calendar and even if they need to be switched around or edited to reflect current offers or pricing, that's much easier to do when you have a plan. If you have the budget to hire a ghostwriter and a VA to do the scheduling, that's even more stress lifted from your shoulders.

## Subscriber Re-engagement Planner

**Exercise: Plan your autoresponder sequence.**

Email Number	Topic + Offer
1	<i>Ex: Reintroduction, contact info, intro offer</i>
2	
3	
4	
5	
6	
7	
8	
9	
10	
<b>Other Notes:</b>	

## Subscriber Re-engagement Planner

**Exercise: Plan the frequency of your emails.**

What does your market want?				
<i>Ex: daily, every other day, weekly, bi-weekly, monthly?</i> Use a survey to ask them directly.				
Day 1	Day 2	Day 3	Day 4	Day 5
Topic: Offer:	Topic: Offer:	Topic: Offer:	Topic: Offer:	Topic: Offer:
Day 6	Day 7	Day 8	Day 9	Day 10
Topic: Offer:	Topic: Offer:	Topic: Offer:	Topic: Offer:	Topic: Offer:
Day 11	Day 12	Day 13	Day 14	Day 15
Topic: Offer:	Topic: Offer:	Topic: Offer:	Topic: Offer:	Topic: Offer:
Day 16	Day 17	Day 18	Day 19	Day 20
Topic: Offer:	Topic: Offer:	Topic: Offer:	Topic: Offer:	Topic: Offer:
Day 21	Day 22	Day 23	Day 24	Day 25
Topic: Offer:	Topic: Offer:	Topic: Offer:	Topic: Offer:	Topic: Offer:
Day 26	Day 27	Day 28	Day 29	Day 30
Topic: Offer:	Topic: Offer:	Topic: Offer:	Topic: Offer:	Topic: Offer:
<b>Other Notes:</b>				

